

LIFE



PICTURE ROMANCE

OCTOBER 18, 1943

10

CENTS

YEARLY SUBSCRIPTION \$4.50

BACK HOME FOR KEEPS



Today he has a war on his hands. But the day will come, please God, when *your* Tom or Dick or Jack comes home for keeps . . . when kisses will be real, not paper; when you may know the good feel of a tweedy shoulder, the dear sound of a longed-for voice, a strong hand on yours in a dim-lit room . . . when crystal will gleam and silver will sparkle on a table set for two.

To that day we of Community* are bending every effort to speed the work of war. On that day we pledge again to make the loveliest silverware patterns that ever graced a radiantly happy table. Are you doing a little *personal* post-war planning? So are we—at Community. *And the day will come!*

*TRADEMARK

COPYRIGHT 1943, ONEIDA LTD.

BUY WAR BONDS



SPEED THE DAY!



Lady Hamilton * Design

If it's Community... it's correct

FREE! IF YOU'D LIKE A COLOR REPRODUCTION OF THIS BEAUTIFUL PAINTING SUITABLE FOR FRAMING, WITHOUT ADVERTISING, WRITE ONEIDA LTD., DEPT. B, ONEIDA, N. Y.

Here in a Library
Past, Present and Future meet.
A Child's inquiring Mind
Gains Understanding for Tomorrow.



And we see Her a Woman whose Smile reflects
Knowledge and Sympathy—whose Smile
owes much to her use of Ipana and Massage!

TO YOU, little girl, belongs the future! Yes, you and thousands like you can look ahead with hopes high to a bright new world.

For to you—our future generation—parents and teachers give the greatest measure of care and devotion. Everything is being done to make you strong in body and mind—to help you face the future confident and brave and *smiling*!

Yes—*smiling*! For even children's smiles have a bright future. In classrooms all over our country, youngsters learn to give their teeth and gums the best of care. They know the importance of firm, healthy gums to bright teeth and sparkling smiles.

Young Americans everywhere could tell you that today's soft foods rob our gums and teeth of

the exercise, the stimulation they so often need for health. They know why gums tend to become soft and tender—and often warn of their weakness with a tinge of "pink" on your tooth brush!

Don't Ignore "Pink Tooth Brush"!

If you see "pink" on your tooth brush, *see your dentist!* It may not be serious but get his advice. He may say your gums have become sensitive because of today's soft, creamy foods, and like many modern dentists, he may very likely suggest "the helpful stimulation of Ipana Tooth Paste and massage."

For Ipana is designed not only to clean teeth but, with massage, to aid the gums. Whenever you

clean your teeth, massage a little extra Ipana onto your gums. Circulation increases in the gums—aiding them to healthier firmness. Let Ipana and massage help brighten your smile.

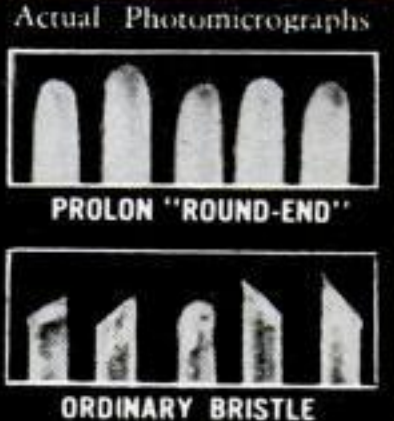


Ipana Tooth Paste

Product of Bristol-Myers



For years only hog bristle made fine tooth brushes. Then Science made round-end **PROLON**



Far and away the best of the new synthetic tooth brush bristles, being marketed under various trade names, are those made by duPont.

"Prolon" is our trade name for the very finest grade of this duPont synthetic bristle.

PROLON—no finer bristle made

So, when you read or hear competitive tooth brush claims, ask yourself this: *How can the same duPont bristle, in another brush under another name, last longer or clean better than under the name "Prolon" in a Pro-phy-lac-tic Tooth Brush?* You know the answer . . . it can't!

Only PROLON has "round ends"

Pro-phy-lac-tic's big plus is that Prolon is the only synthetic bristle that is rounded at the ends.

It's a fact! Under a special patented process, exclusive with Pro-phy-lac-tic, we smooth and round the end of each and every Prolon bristle in the Bonded Pro-phy-lac-tic Tooth Brush. See for yourself how much gentler these round ends are on tender gums!

And with PROLON these other "extras"

In addition to Round-End Prolon, the Bonded Pro-phy-lac-tic Tooth Brush gives you these three important "extras": 1. The famous Pro-phy-lac-tic end tuft, for ease in reaching hard-to-get-at back teeth. 2. Scientific grouping of bristles to permit thorough cleansing of brush after using. 3. A written guarantee for six full months of use.

Next time, get the most for your money . . . get the Bonded Pro-phy-lac-tic Tooth Brush.

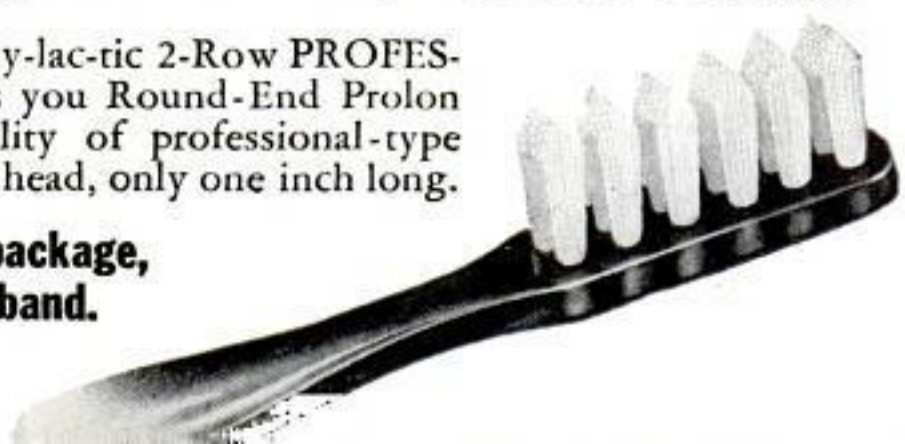
PRO-PHY-LAC-TIC BRUSH CO., Florence, Mass.



Attention! Users of Smaller Brushes

Bonded Pro-phy-lac-tic 2-Row PROFESSIONAL gives you Round-End Prolon plus extra agility of professional-type compact brush head, only one inch long.

Same price . . . same package, marked with yellow band.



LETTERS TO THE EDITORS

M-G-M

Sirs:
Your article on Metro-Goldwyn-Mayer studios (LIFE, Sept. 27) was most interesting. As I saw the top-talent picture I noticed that Greta Garbo was not present nor was she mentioned on the absentee list. I thought she was one of M-G-M's top-ranking stars.

JUNE BUCK

Bloomfield, N. J.

Sirs:

Doesn't M-G-M's Boss Mayer consider Nelson Eddy and Jeanette MacDonald among his top stars?

M. JEAN HALL

Jersey City, N. J.

Sirs:

Your excellent story in this week's issue was ruined for me when you characterized Louis B. Mayer's million dollars a year as 'pay.' Surely when one's annual stipend reaches these heights it becomes remuneration, meed, compensation, batta or even guerdon.

P. J. WOOD

Columbus, Ohio

Sirs:

. . . where was Joan Crawford?

SHIRLEY LIEBLING

● Greta Garbo, Jeanette MacDonald, Nelson Eddy and Joan Crawford are not actively connected with M-G-M at present. However, LIFE's picture could not show all of M-G-M's small army of stars and featured players. Among those omitted were Edward Arnold, Jimmy Durante, William Gargan and Kathryn Grayson.—ED.

Sirs:

I have looked through the impressive line-up of stars, directors, cameramen, prop men, composers and make-up men on the M-G-M lot without finding a single writer, certainly a key employe in any studio.

CHALMERS HOYT

San Francisco, Calif.

Sirs:

We wish to point out a technical error in your excellent layout on motion-picture production at Metro-Goldwyn-Mayer. In the long shot of the studio street, there is faintly, but still discernibly, a distant figure whom we identify as a "writer."

It is very possible that he had crashed the gate and was in this photograph through sheer happenstance. It is also very possible that the motion-picture scripts, which include all characterizations, dialogue, set descriptions and many of the actual camera angles, have not been written by craftsmen who devote their lives to this underestimated task. Perhaps these creations, like Topsy, "just grewed."

May we quote two fellow writers: one, Mary McCall, president of the Screen Writers' Guild, who in turn has quoted Scriptures—"In the Beginning was the Word," and another co-worker, now deceased, a Mr. Shakespeare, who concurred.

CURT SIODMAK

EDMUND L. HARTMANN

Universal City, Calif.

FARMER'S FELICITATION

Sirs:

Ever since Pearl Harbor I have been reading with delight and gratitude all your articles on farming. Your most recent one on the harvesters of America (LIFE, Sept. 27) was as good as the rest, and I want to express a farmer's appreciation to LIFE for bringing our economically basic profession so favorably to public notice. It is heartening to know that erstwhile consumers are taking such a large part in the farmer's struggle to feed the U. S. and her Allies against such odds of labor shortage. I

(continued on p. 4)

Half-Price Sale!
on gallon size of
Nujol

Reg. Price of 8 NUJOL pint bottles	\$4.72
Sale Price 1 gallon (8 pints) of NUJOL	\$2.36
50% Saving *Limited Time Only	\$2.36*



Just think—a whole gallon of pure, tasteless, crystal-clear Nujol for half the price you would pay if bought by the pint bottle. Offer good for limited time only. So buy this gentle . . . safe . . . family "regulator" TODAY.

Copr. 1943, Stanco Incorporated

It's your duty to keep fit



U. S. Army Signal Corps Photo

The Truck that Beat the Boats to Sicily

A typical example of B. F. Goodrich leadership in truck tires

HEADED for the shores of the Sicilian coast that gray July morning was a strange group of craft. Leading the invasion fleet, they hit the beach — and kept right on going! For these were the army's new amphibious trucks — at home on land or sea.

Christened "Ducks" by soldiers, these new vehicles are actually 2½-ton trucks, propeller-driven in the water, with six-wheel drives which carry them at high speeds on land. They are particularly well suited to landing men and supplies on ordinarily inaccessible spots.

For these strange vehicles tires were a problem. Tires had to be light in weight, provide traction in sand, resist bruising and cutting, and withstand all the usual rigors of army service. Ordinary truck tires

wouldn't do. Regular military tires failed on the job. Then they thought of a special tire built originally by B. F. Goodrich for desert use. Broad of tread, flexible and light in weight, it provided traction in the deepest desert sand. Because of its flexibility and shallow tread, it withstood the impact of sharp rocks and beach boulders. Here was the ideal tire for the "Duck." With no modifications at all this desert tire went to sea, has proved itself from Sicily to the South Pacific.

Here is another

example of the truck tire developments which have made Silvertown Truck Tires first choice for tough jobs. Even the regular Silvertowns are designed for extreme service — have wear to spare for everyday operations. You're miles ahead with B. F. Goodrich Silvertowns on your trucks.



This One

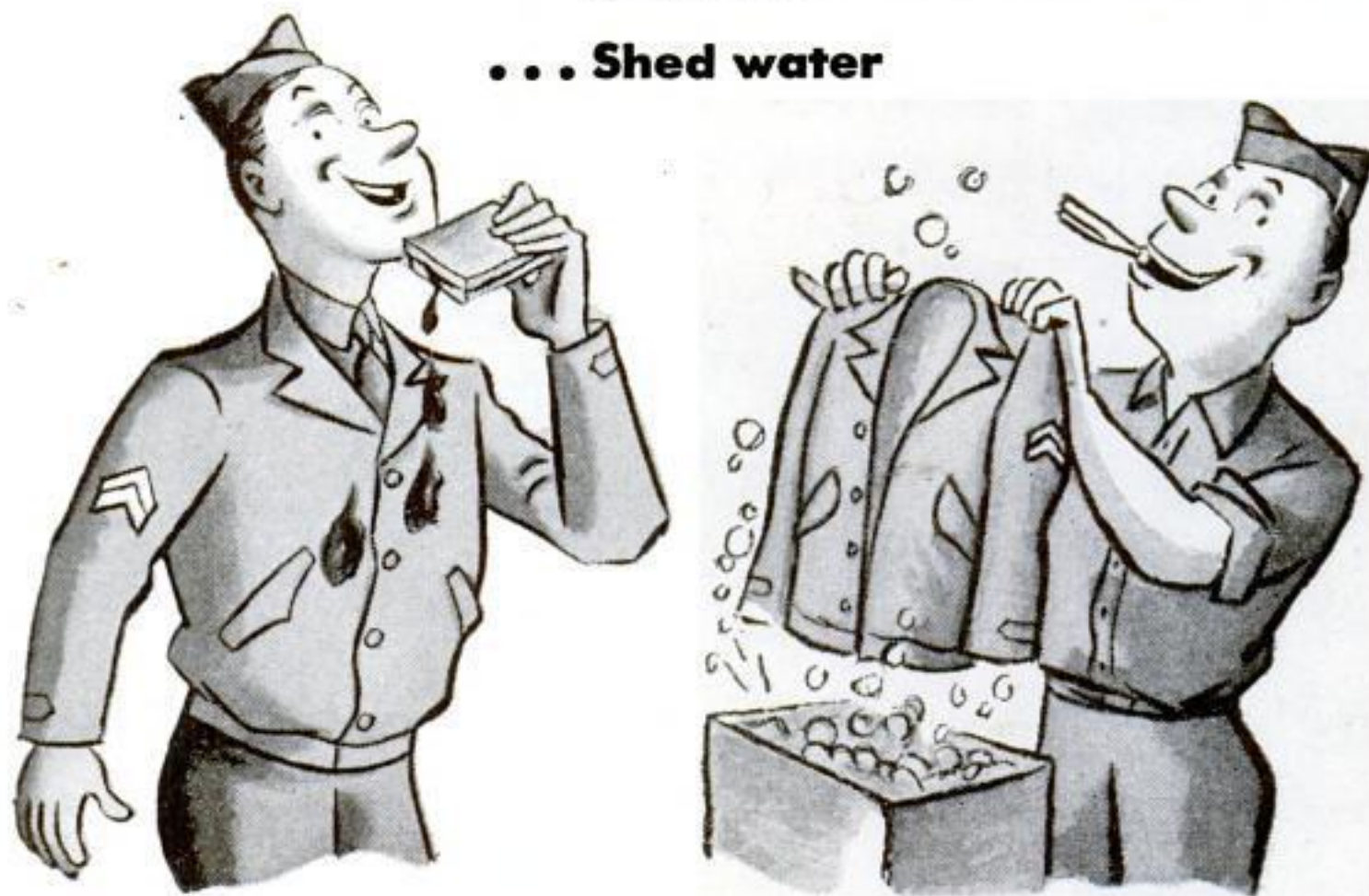


8TPG-L4X-GTPE

Clothes Protected with Durable DU PONT "ZELAN"...



... Shed water



... Resist stains

... can be washed or cleaned

U.S. soldiers from the tropics to Attu wear field jackets treated with a durable water repellent. This magic treatment keeps fighting men dry—in shape for the job. Durable "Zelan" makes cottons resist non-oily spots, too—keeps clothes clean longer. Best of all, it's washable,

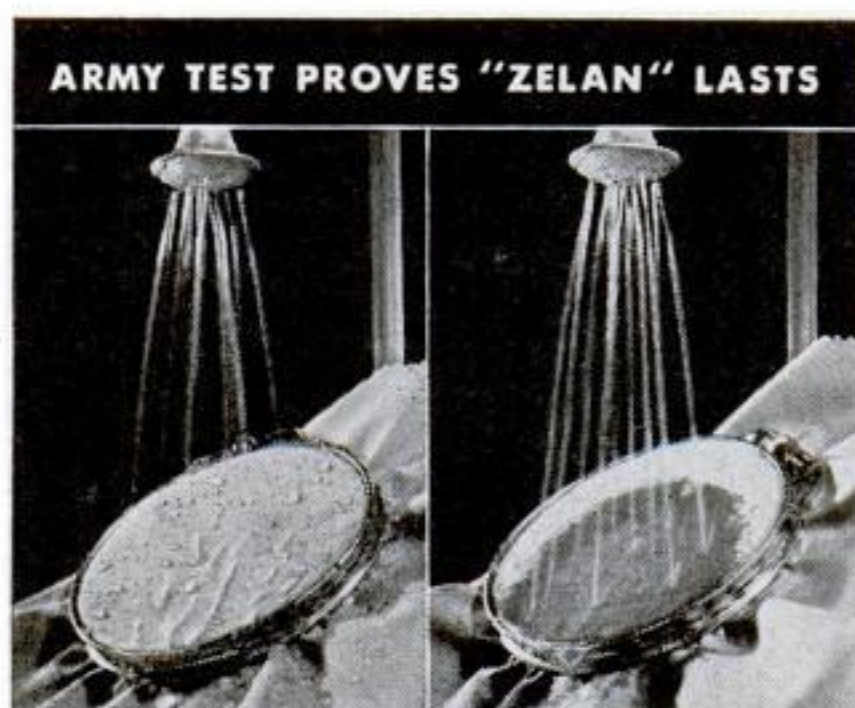
cleanable, durable. Ordinary, wax-type repellents wash out. "Zelan"-protection lasts. Military demands come first. So you may not always be able to get all types of "Zelan"-treated clothes. But it pays to keep looking for the "Zelan" tag or label. ... Du Pont, Wilmington, Delaware.

**Your Guide to
Good Rain Clothes,
Work Clothes, Play Clothes,
Sportswear, Jackets**



Note About Washing or Cleaning. Be sure "Zelan"-treated garments are well rinsed. Dirt or soap left in fabric reduces repellency. Thorough cleaning will restore it. No retreatment is needed.

*"Zelan" durable finish—Trade Mark Reg. U.S. Pat. Off.



"Zelan"-treated fabric. After 3 severe test launderings, standard Army spray test shows that fabric continues to shed water.

Here's an Ordinary Repellent. After only 1 test washing, see how water soaks through cloth. Wax-type repellents wash out!



BETTER THINGS FOR BETTER LIVING...THROUGH CHEMISTRY

LETTERS TO THE EDITORS (continued)

hope that emergencies in peacetime will bring a similar response from those who have somehow managed to find time to help us out in the present crisis.

JOHN GOWER ROOT
Great Barrington, Mass.

CHILI WILLIAMS

Sirs:

That picture of Chili Williams (Pictures to the Editors, LIFE, Sept 27)—whe-e-e-e-w!

LIEUT. (j. g.) FRANK MULLIN
South Weymouth, Mass.



A PICTURE TO THE EDITOR

DEAR EDITOR COLON

CHILI WILLIAMS DASH OH
BROTHER REPEAT OH BROTHER
EXCLAMATION POINT

LIEUT. BILLY D. PARKER
ENSIGN W. E. DIETRICH
LIEUT. HARRY KRIEGER JR.
ENSIGN S. M. FADD

Fleet Post Office
San Francisco, Calif.

Sirs:

As a result of the publication of Chili Williams' photo in the Pictures to the Editors section of LIFE, both Miss Williams and I have been deluged with letters from all parts of the country. Some were mash notes, most requested pictures, but the most interesting one came from a girl. It reads:

"Dear Miss Williams, I have been asked by the Cadets from 'A' Company at West Point to extend their invitation to you—they saw your picture in LIFE and are anxious for you to come to West Point for a weekend. If a weekend isn't convenient for you, perhaps you can come to a football game some Saturday in the very near future. I do so hope you will accept it, Miss Williams, as we would be so happy to have you, and I know you will have a wonderful time. Thanking you, and hoping the answer will be 'yes,' I am, Sincerely yours, Alice Major"

Among other interesting items in the mail were:

1. Formation of "Chili Williams Fan Club Number One" in Burlingame, Calif.
2. A request for a photograph from a lad who writes, "I ask only that my letter be kept unpublicized, as any mention of my name or of this school would cause a supreme rift in my relations with the Headmaster."
3. Six aviation cadets at Maxwell Field voted her "The Girl We Would Like to Be with Most after a Month's Restriction."
4. A soldier at Fort Bragg who promises to buy an extra war bond if Mr. Conover will arrange a date with Chili Williams for him on his next furlough.
5. Soldiers at the 62nd General Hospital at Camp Atterbury, Ind. named her their "Operating-Room Girl."
6. Naval men at Camp Peary, Va. named her their "Ideal Pin-Up Girl."
7. Naval men at Missouri Valley Col-

(continued on p. 6)

FROM THE HEART OF CALIFORNIA



WINES true to type, faithful in flavor, sound of character, reasonable in cost ... America's largest-selling wines.

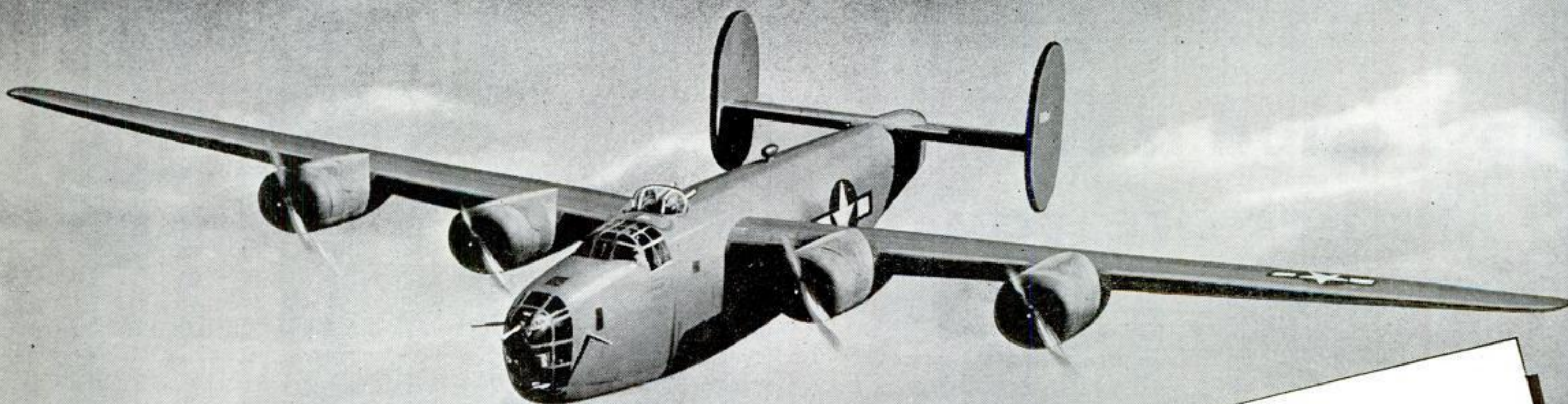


Roma offers a wide choice of
APPETIZER WINES
TABLE WINES
DESSERT WINES
Before you buy wine
—buy War Bonds

ROMA WINES

TUNE IN: The Roma Wine Show. Your Columbia Station—every Thursday night. Stars of stage, screen, and radio. See your paper for station and time. Roma Wine Company...Fresno...Lodi...Healdsburg, Cal.

ACHILLES IN SEARCH OF A HEEL



WHEN BETTER ^{war goods} ~~AUTOMOBILES~~ ARE BUILT BUICK WILL BUILD THEM

Keep America Strong

Buy War Bonds

This is a Liberator bomber.

It is a mighty warrior.

It ranges the Seven Fronts, searching out targets to smite with devastating effect.

Europe knows it. And Asia. The conquered Low Countries, the Pacific, the East — Near and Far — and the battered cities of Germany that never were to feel the impact of bombs.

It carries a husky load, does the Liberator.

It has four big Buick-built Pratt & Whitney engines that get it in over the target fast and often.

It has an accuracy to make a Dan'l Boone chortle.

Why do we show it?

Well, because *any* American has a right to be proud of the name this truly American ship is making for itself.

VICTORY IS OUR BUSINESS



And particularly because it is our prideful assignment to build original-equipment engines for the Liberator — engines that give this ship its first start in a history-making life.

Can you blame us for feeling good every time the dispatches report the exploits of this mighty air-warrior?

The Army-Navy "E" proudly flies over Buick plants in both Flint, Mich., and Melrose Park, Ill., having been awarded to Buick people for outstanding performance in the production of war goods.



Buick powers the Liberator

BUICK DIVISION OF **GENERAL MOTORS**

Every Sunday Afternoon—GENERAL MOTORS SYMPHONY OF THE AIR—NBC Network



RASHES ARE DANGER SIGNALS; BELOW, READ WHAT DOCTORS SAY ABOUT BABY SKIN CARE

How good a Wartime Mother are you?

These vital questions about baby care were asked of 6,000 physicians, including most of America's baby specialists, by a leading medical journal. Here are their answers:



QUESTION: "Do you favor the use of oil on baby's skin?"

ANSWER: Over 95% of physicians said *yes*. Hospitals advise the same (almost all hospitals use Mennen Oil—because it's *antiseptic*).



QUESTION: "Should oil be used after every diaper change?"

ANSWER: 3 out of 4 physicians said *yes*. (*Antiseptic* oil helps prevent diaper rash caused by action of *germs* in contact with wet diapers).



QUESTION: "Should oil be used all over baby's body daily?"

ANSWER: 3 out of 4 physicians said *yes*—helps prevent dryness, chafing. (Most important—*antiseptic* oil helps protect skin against *germs*).



QUESTION: "Up to what age should oil be used on baby?"

ANSWER: Physicians said, on average, "Continue using oil until baby is over 6 months old." Many advised using oil up to 18 months.



ANSWER: 4 out of 5 physicians said baby oil should be *antiseptic*. Only one widely-sold baby oil is *antiseptic*—Mennen. It helps check harmful *germs*, hence helps prevent prickly heat, diaper rash, impetigo, other irritations. Hospitals find Mennen is also *gentlest*, keeps skin smoothest. Special ingredient soothes itching, smarting. Use the *best* for your baby—Mennen Antiseptic Oil.

LETTERS TO THE EDITORS (continued)

lege also named her "Number One Pin-Up Girl."

8. An air force gunner in South Dakota writes, "I don't think a copy of LIFE was to be found at the PX within ten minutes of the discovery (of her picture)."
9. A lieutenant in South Carolina wants her picture "to pack with my 'essential' equipment. . . ."

HARRY CONOVER

New York, N. Y.

Sirs:

While deeply engrossed in a copy of your Sept. 27 issue of LIFE, we ran across that picture of Miss Chili Williams in Pictures to the Editors. Immediately each one of us had to have her to brighten up the walls of our dormitory rooms. There is where our troubles began. Both of us took an option on the one picture, so could you possibly spare photos of Chili which will keep us not so chilly in the drab winter months to come?

PVTS. O'SHAUGHNESSY & MONAHAN

Camp Wheeler, Ga.

● Pictures of Miss Williams suitable for framing may be obtained from the Harry Conover Cover Girl Agency, 52 Vanderbilt Ave., New York, N. Y. —ED.

Sirs:

Tell us more about Chili Williams.

CHARLES FERGUSON
TOM BEESLEY

Chicago, Ill.

● Miss Williams is 21 years old, 5 ft. 6 in. tall, weighs 118 lb. Her waist measures 24 in., bust 34 in., hips 34 in. Her gray-blue eyes are like limpid pools.—ED.

Sirs:

[With all due respect to Harry Conover and Miss Chili Williams, his model, I submit herewith Ella LeMay, one of the models on the staff of the Steve Hanna-



MISS WILLIAMS (FULLY CLAD)...



... AND RIVAL

gan organization handling publicity for the city of Miami Beach. Sixteen-year-old Ella is in her third year at a Miami Beach high school.

Ella is not a professional model. She works for us on her off-hours but plans to turn professional after she graduates from school.

One picture of Ella published in Yank magazine brought her 637 letters from soldiers stationed all over the world. It also brought offers of a contract from Columbia and International studios in Hollywood. Her parents turned both of-

(continued on p. 8)



IT'S MERE "CHILD'S PLAY" to serve smart Luncheons and Buffets on these lovely new Hasko Lap Trays! What a gay sparkle they add to entertaining... what fun for family meals! What's more, you'll rejoice in the steps they save.

So, for simpler, happier living for the duration and after, ask for HASKO TRAYS (Lap Trays, Serving Trays, Sandwich Trays, Cocktail Trays, and others) wherever trays are sold *but*—please be patient if your dealer happens to be out of stock. With us war work comes first... and that's the way *you* want it. Of course we are doing our level best to keep our dealers supplied, so—keep right on asking for 'em won't you? They're worth it!



MORE FUN THAN A FORTUNE TELLER

Your family and guests will have a wonderful time with Hasko Mystic Tray shown below... *What is it?* It's an unusual combination of a handy serving tray and a brain-teasing game that spells out mystifying "answers" to your questions. Makes a wonderful gift too.



HASKELITE MANUFACTURING CORPORATION
(Dept. 139) 135 S. La Salle St., Chicago 3, Illinois

hasko TRAYS AND ACCESSORIES



Farmers Win Weed Battle with SYNTHETIC RUBBER Hose

SEVERAL years ago some California citrus growers developed a new method of crop culture that saves both work and water. Instead of cultivating between the trees to kill weeds, they covered the area with a miscible spray of crude oil.

It worked! The oil killed the weeds outright, but had no effect on trees or fruit. And they soon found that less irrigation was required, since there was less disturbance of the surface soil to cause evaporation.

But then, trouble began—spray hose trouble. The oil caused the hose to soften

Chemigum (pronounced Kem-e-gum)—T.M. The Goodyear Tire & Rubber Company

and swell. In short time even the best rubber hose would swell completely shut, making spraying impossible. And new hose cost considerable.

That was when a leading spray manufacturer came to Goodyear with the



story. After a series of tests it was suggested that pumps be equipped with hose built of Goodyear's special Chemigum N-type synthetic rubber that

is impermeable to oil-attack.

Chemigum synthetic rubber hose has been used on oil-spray pumps for some time, with none of the old trouble. Numerous orchards are now using this weed-killing method, as are many growers of carrots.

This is only one of the many new uses of Goodyear oil-resistant Chemigum synthetic rubber, that will find even wider application after the war when production of civilian products can be resumed. For this type of Chemigum has countless uses where natural rubber has never served satisfactorily.

GOOD YEAR
THE GREATEST NAME IN RUBBER

*Buy
War Bonds*
★

WHEN THERE'S WORK TO BE DONE

MUNSINGWEAR WORKS WITH YOU

MUNSING
Wear
REG. U. S. PAT. OFF.

When you're going hard Munsingwear makes things easier—keeps you unaware of your underwear—gives you freedom, warmth and comfort—and, no matter how active or busy you are, fits like nobody's business—stands practically any strain.

There are Munsingwear garments for work, rest and sleep—all with exclusive and patented features specially designed to do important jobs for you so you can do jobs that are important.

SKIT-Shorts, SKIT-Trunks, SKIT-Longies, SKIT-Shirts, "Slumberalls."* We can't be sure you'll find every size in every type of Munsingwear—we're doing war work, too—but chances are you'll be able to buy what you want, and it's certain you'll like what you buy. In better stores.

Munsingwear

The only underwear with the **STRETCHY-SEAT**

• REG. TRADE-MARK

LETTERS TO THE EDITORS (continued)

fers down on the grounds that Ella is too young.

Steve Hannagan says Ella is "the most lens-perfect model we have photographed in the last five years."

TOM FERRIS

Miami Beach, Fla.

ORIGINAL BAZOOKA

Sirs:

I was much interested in your layout of the Bazooka gun (LIFE, Sept. 27), particularly since my friend Bob Burns had just given me the enclosed photo of his and the Army's "Bazookas," taken



BAZOOKA (LEFT) & ARCHETYPE

when he did a broadcast from Camp Hood, Texas, some months ago.

It is easy to see why the soldiers chose the nickname of "Bazooka." You will note the two instruments bear a great resemblance, except, as Bob pointed out, his Bazooka discharges a racket instead of a rocket—but both are highly demoralizing.

The Army man with Bob is Major Ralph Sleator of the tank-destroyer group.

COY WILLIAMS

North Hollywood, Calif.

WAR SONGS

Sirs:

Congratulations on your enlightening and up-to-date article on war songs (LIFE, Sept. 27). Many of us reservists who have yet to see any action will indeed be thankful for the newest verses. At least we won't be completely inexperienced when we go in.

May I call your attention to a particle of information that may interest you. In the article you mentioned a song called *Stella, the Belle of Fidella*. This song was originally written (words and music) by Lieut. Robert Murdock of Phoenix, Ariz., son of the senior Representative from Arizona, Hon. John R. Murdock. Lieut. Murdock was reported killed in action just a few weeks ago.

PVT. ED KORRICK

Beverly Hills, Calif.

Sirs:

Here is another Army Air Corps song that may give some clue as to the origin of the dummy, "Dirty Gertie," in the Sept. 27 issue of LIFE.

I'll take the leg from some old table,
I'll take the arm from some old chair,
I'll take the neck from some old bottle,
And from the horse I'll take some hair,
I'll take the hands and face from off the clock.

And baby when I'm through,
I'll get more lovin' from the gosh-darned dummy—
Than I ever got from you!*

R. JANSEN

Ithaca, N. Y.

Sirs:

The article that appears in LIFE magazine for Sept. 27 written by Lillian Rixey, titled "Soldiers Still Sing," troubles me.

A man in the Army doesn't change his habits the minute he gets into a *ORIGINAL VERSION ("I CAN GET MORE LOVIN' FROM A DUM-DUM-DUMMY") ©1925 SHAPIRO, BERNSTEIN & CO. INC.

(continued on p. 11)

"Boy, how I needed them!"

RONSON Lighter Accessories are being used by our forces all over the world. But happily, they are still available to civilians here!

Ask for RONSON REDSKIN 'FLINTS'. The distinctive 'REDSKIN' coating is your guarantee of high quality—extra-length, tempered hardness, showers of sure-fire sparks, freedom from powdering and from other deterioration. Also ask for RONSONOL Fuel—quick lighting, clean burning and RONSON WICKS—high absorption, long service.

NOTE—If your RONSON needs attention, send it to RONSON (Service Dept., Newark 2, New Jersey) for servicing at minimum cost.

OUR TRADE MARK
WINDBREAKER
REG. U.S. PAT. OFF.

BUY WAR BONDS
ALSO ADOPTED BY MILITARY OFFICERS

\$8.95

ALSO BOYS & JUVENILES

America's Most Famous Name in Jackets
A MASTERPIECE OF CRAFTSMANSHIP
WHITMAN SHOWER-PROOF GABARDINE
FULL LINED WITH BRYBRO RAYON
OTHER STYLES, COLORS and LININGS
AT LEADING STORES... OR WRITE
JOHN RISSMAN & SON
MANUFACTURERS • CHICAGO

-to the COBRA CANNONEERS!

OFFICIAL INSIGNIA OF
THE 93rd FIGHTER SQUADRON,
U. S. ARMY AIR CORPS

The sides of their Airacobra fighter planes
are decorated with the asp or venomous
cobra, historic symbol of quick death to
whomever it strikes



A TOAST TO THE STRAIGHT-SHOOTING, FAST-FLYING MEN OF THE 93RD FIGHTER SQUADRON . . . You're one of the many famous squadrons who fight with "flying cannon." Your snake's-head insignia is symbolic of your fighting spirit and of the deadly Fire-Power in the noses of your ships. You can blast an enemy plane with a single round from your fast-firing cannon. You can stop a tank, destroy a truck, wreck a railway locomotive, or even sink a small ship . . . all with the power of your cannon. More Fire-Power for you!

BACK UP OUR FIGHTING FLYERS . . . BUY WAR BONDS



The boys of the Fighting 93rd, and all our other great squadrons, need your support. They need the equipment your War Bond dollars buy. Back their attack . . . buy your share of Bonds in the Third War Loan Drive.

The "Fangs of the Cobra," the hard-hitting aerial cannon in the noses of Airacobra fighter planes, are a wartime product of Oldsmobile. These powerful automatics shoot either high-explosive or armor-piercing shell . . . at rapid-fire rate . . . and with true "sharpshooter" accuracy. They're precision-built weapons, which Oldsmobile produces in volume. Olds-

mobile also builds two other types of automatic aerial cannon, plus shell and high-velocity cannon for tanks and tank destroyers, plus large caliber shell for the Artillery and the Navy. Keeping 'Em Firing is our wartime job at Oldsmobile . . .



FIRE-POWER
is Our Business!

OLDSMOBILE DIVISION OF GENERAL MOTORS

KEEP 'EM FIRING

the lamp bulb that couldn't stand sopranos!



1. We have nothing against sopranos. In fact, we have 15 of them singing for us on the General Electric Hour of Charm (Sundays, 10 p. m., NBC). But soprano voices were making the little light bulbs on your radio dials burn out too soon. This G-E lighting engineers discovered after making high-speed movies of the tiny bulbs in action!



2. Certain high notes shook the tungsten filament to pieces while the supporting wires stood still. So G-E lengthened the supports and raised the "bead" to make the filament vibrate "in tune".



3. When war came, and the Army wanted a rugged vibration-proof lamp for tank radio panels, they found the answer in this improved bulb General Electric had developed in peacetime. It's the same with many other G-E bulbs in war service. For example, the sewing machine lamp adapted by the Navy for signaling. Or the bicycle tail-lamp used on rubber life suits.



**MADE TO
STAY BRIGHTER
LONGER**



5. You can save the benefits of this research, make your G-E lamps "stay brighter longer", if you keep your lamps and fixtures free of dust and dirt! Also, share your reading lamp with others. And turn off lights in unoccupied rooms!

4. Out of this wealth of research, starting with Edison's first lamp, has come a steady improvement in the G-E bulbs you use at home. For example a 100-watt G-E lamp today gives 50% more light than the same size in 1921.

Hear the General Electric radio programs: "The Hour of Charm", Sunday, 10 p. m. EWT., NBC, "The World Today"—news, weekdays, 6:45 p. m. EWT., CBS.

THE BEST INVESTMENT IN THE WORLD IS IN THIS COUNTRY'S FUTURE BUY WAR BONDS

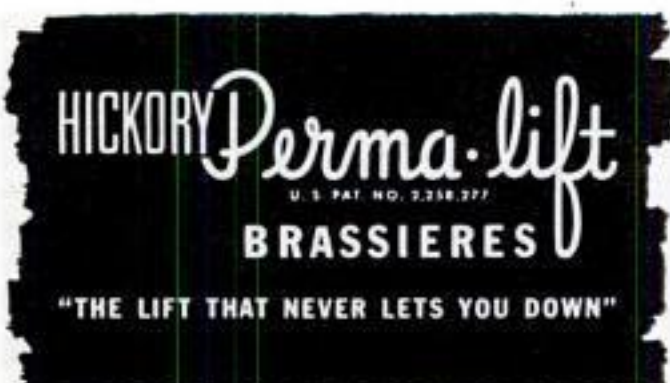
G-E MAZDA LAMPS
GENERAL  ELECTRIC





YOU'LL SAY, "AN ORCHID to The Lift that never lets you down"

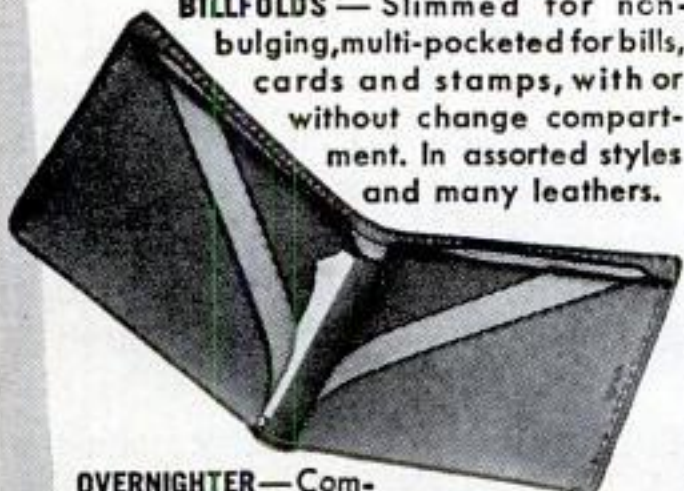
For its gentle lift . . . its lovely line—an orchid to PERMA-LIFT. A miracle happens at the base of the bra-cup where a patented cushion inset softly lifts your bosom, holds that firm rounded contour, never becomes limp or lax through seasons of washing and wear. Bra and Bandeau styles, \$1.25 to \$2.50. Long-Line models, \$2 and \$2.50. ☆ A. Stein & Company Chicago ☆ New York ☆ Los Angeles



The Gift for SERVICE and STYLE

by **Rumpp**

BILLFOLDS—Slimmed for non-bulging, multi-pocketed for bills, cards and stamps, with or without change compartment. In assorted styles and many leathers.



OVERNIGHTER—Complete with good-grooming essentials—brush, comb, manicuring and shaving equipment—yet it packs in almost no space at all.



"The Sterling of Leatherware"

If you cannot find the Rumpp leather gift of your selection, remember Rumpp is busy with war work too.

Rumpp

GIFTS OF LEATHER

C. F. RUMPP & SONS, PHILA., PA.

LETTERS TO THE EDITORS (continued)

brown suit. He's the same guy who went dancing Friday night, and who paid plenty of nickels to hear his favorites in the juke box, and who religiously waited for the Saturday night *Hit Parade* radio program to hear his list of the ten favorite songs of the week.

I'll grant that *Marching thru Berlin*, *Goodbye Mama* and *You're a Sap, Mr. Jap* never caught on. But that doesn't mean that *Tin Pan Alley* hasn't contributed any songs the soldiers are singing. How about *This Is the Army*, Mr. Jones, *Praise the Lord and Pass the Ammunition*, *Coming in on a Wing and a Prayer*, *Johnny Zero*, *What Do You Do in the Infantry*, *I've Got Sixpence*, *In My Arms*, etc.—songs that have appeared in the *Army Hit Kit*?

For the record: I publish the *Army Hit Kit* of popular songs in behalf of the Music Section, Special Service Division, U. S. Army, under the direction of Major Howard Bronson and his deputy in charge of the *Hit Kit*, Captain Harry Salter. In March 1943, 1,000,000 *Hit Kits* were authorized. In May that figure was increased to 1,500,000. In July the figure was increased to 2,000,000. Proof positive from officers who have surveyed the field at home and overseas shows that the men want the *Hit Kit*. The need now is to get 8,000,000 copies so that every soldier can have one of his own, rather than have four soldiers share one copy.

Americans on the march are singing their old favorites and their newer *Hit Parade* favorites too.

LAWRENCE RICHMOND
New York, N. Y.

● **LIFE's** advices from veterans of this war and front-line correspondents indicate that *Hit Kits*, helpful as they are, have not yet been widely enough circulated in battle zones to have a pronounced effect on the soldier's repertoire of songs.—ED.

"LETTER FROM HOME"

Sirs:

Congratulations to the folks of Warner, N. H. for their homey patriotic effort in behalf of their fellow townsmen in service—so worthily recognized and recorded by **LIFE**.

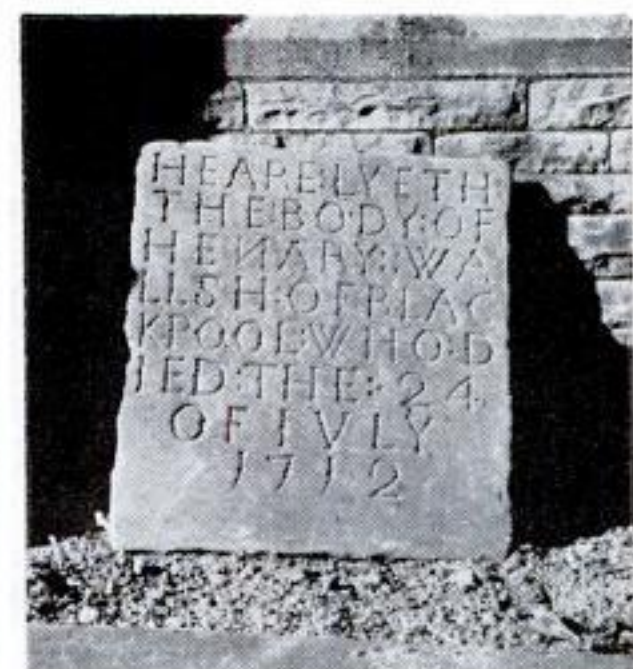
Here in Whitman, Mass. a small church group, representing a parish of about 2,000 souls, has been attempting to keep the hometown memories green for 283 boys and girls in service with a tabloid started back in November 1942 and published each month since without a break.

WALTER J. AVERY
Whitman, Mass.

TOMBSTONE

Sirs:

I enjoyed your story, "*LIFE Goes to a Party with Tombstone Hounds*" (*LIFE*, Aug. 2). Enclosed is a much



BLACKPOOL HEADSTONE

older tombstone to be seen at Bispham Churchyard near Blackpool, Lancashire. It shows curious spelling and word-splitting of the 18th Century.

HAROLD ASHCRAFT
Blackpool, Lancashire, England

Quality - Value - Pleasure



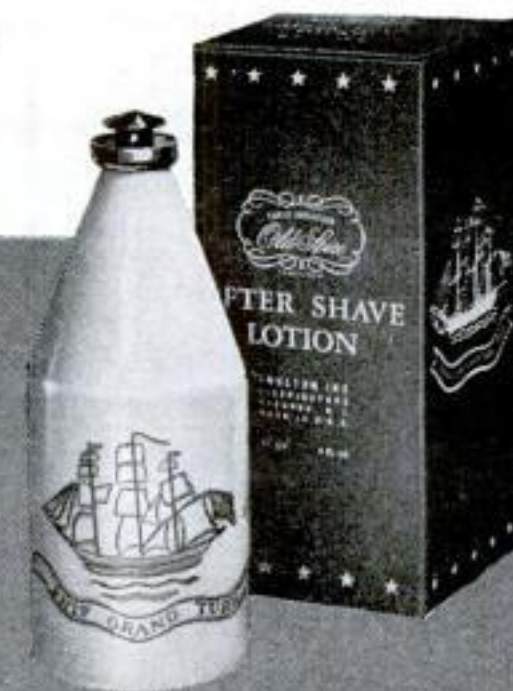
COMPACT SHAVE SET \$1.00

You'll shave luxuriously wherever you go if you pack this Old Spice Shave Set into your suitcase or duffel bag. Equally convenient for home use because not an inch of space is wasted. Holds large tube of Brushless Shaving Cream and travel-light paperboard sifter tube of refreshing Talcum. Both scented with tangy Old Spice for unrated shaving pleasure.

Gift Note . . . This practical Shulton Shave Set is a favorite with Servicemen

Old Spice After Shave Lotion in sprinkler-top pottery container decorated with reproduction of early American trading ship \$1.00

Conserve • Spend Wisely • Buy War Bonds



*Trade Mark Reg. U. S. Pat. Off.

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MY HUSBAND'S ALWAYS
MOANING AND GROANING
ABOUT BEING ALL IN



MAYBE THESE FOOD
SHORTAGES ARE CUTTING
DOWN HIS VITAMINS



MAYBE... BUT WHAT
CAN I DO ABOUT THAT?



GIVE HIM VIMMS AND
WATCH HIM GET THAT
VIMMS
FEELING!



How to get the vitamins you need in spite of food shortages

Food shortages will probably be worse before they're better! But they needn't leave your diet low in vitamins (and leave you tired, nervous, run-down as a result). Just supplement your diet with Vimms.

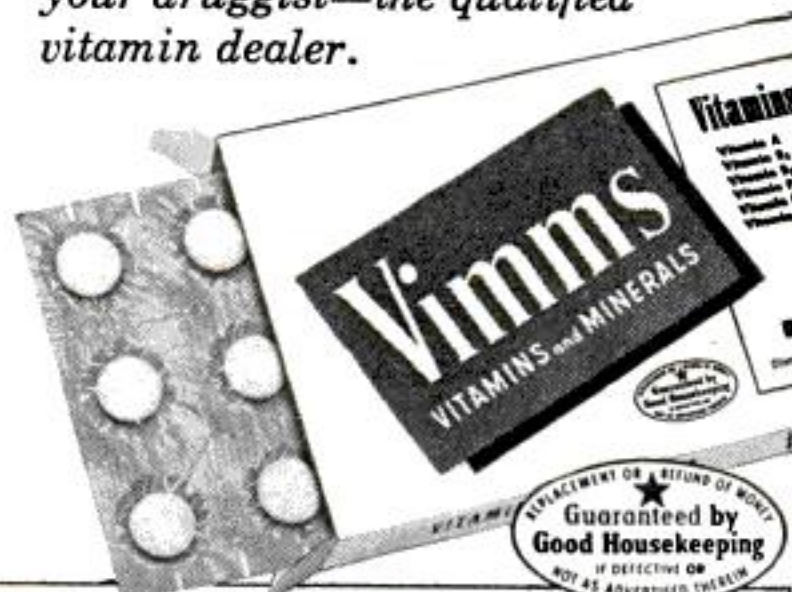
Vimms are little tablets, easy to swallow whole, tasty when chewed. And look what they give you:

All the vitamins Government experts say are essential, balanced in the formula doctors endorse!

Vimms give you all the minerals commonly lacking, too. They are scientifically designed to help make meals complete.

Cost? Only a nickel a day in the

Family Size. And that's more for your money in any language. (No fattening calories in Vimms.) For a free sample of Vimms, write to Lever Brothers Company, Pharmaceutical Division, Dept. L-6, Cambridge, Mass. (Offer good in U. S. A. only.) *Buy Vimms from your druggist—the qualified vitamin dealer.*



See what 3 Vimms a day supply (In terms of a good food source of each vitamin and mineral)								
VITAMIN A	VITAMIN B₁	VITAMIN B₂ (G)	VITAMIN C	VITAMIN D	VITAMIN P-P (Nicotin Amide)	CALCIUM	PHOSPHORUS	IRON
as much as 18 pats BUTTER	as much as 3/4 lb. cooked LIVER	as much as 3/4 QUART MILK	as much as 5 oz. TOMATO JUICE	as much as 1 1/2 tsp. COD LIVER OIL	as much as 3/4 lb. STEAK	as much as 1 1/2 oz. Amer. CHEESE	as much as 1 1/2 EGGS	as much as 2 cups SPINACH

All the essential vitamins . . . all the minerals commonly lacking.
Three convenient sizes. 24 tablets, 50¢; 96 tablets, \$1.75; 288 tablets, \$5.00.

LIFE'S REPORTS

ALASKA HIGHWAY

by WILLIAM S. HOWLAND

William S. Howland is chief of the *Time* and *LIFE* news bureau in Atlanta, Ga. but he spends much of his time as a roving reporter covering news stories as varied as the Calgary stampede and Mexican Army maneuvers. Last year, traveling by plane, jeep and truck, he became the first journalist to make a comprehensive personal survey of the Alaska Highway. He returned this year to report on the progress that has been made.

This week the final link in the Alaska Highway is being opened to through traffic. Passengers and freight can now travel by bus and truck from the rolling wheatfields of British Columbia in the south clear through to Fairbanks, Alaska, for 1,600 miles, over territory that two years ago had not even been explored. The Highway isn't "finished" by any means: it is a rough, military road over most of its length, 26 feet wide and with many grades as steep as 10%. Part of it is corduroy—logs, moss and dirt laid over the muskeg—and part is pure Canadian mud. But most of it is surfaced with gravel and crushed rock, and in any but the worst weather it is serviceable over its whole length. It is a great engineering achievement, perhaps the greatest of the war and in the brilliant history of the Army's Engineering Corps.

Last year I made a trip over the highway—literally over it, since most of the road was still in the planning stage and we had to cover all but 200 miles by air. A few months ago I went back. Progress made since my first visit can be summed up in a simple, eloquent fact: instead of the bucking jeep and the transport plane that had carried me on my tour the first time, I rode for 950 miles in a streamlined Greyhound bus exactly like those that operate between Birmingham and my home town, Atlanta. The Army runs these buses several times a week from each end of the highway.

The Alaska Highway is not and never was planned as a route for troops and heavy supplies, since both can be moved to Alaska much more rapidly and economically by sea. Its chief function is to bring gasoline and other necessities to the string of big airports that stretch up through Canada to central Alaska. The road was started when it seemed that our sea route to the north might be closed by Jap submarines and surface raiders. I understood the urgency of "bulling" the road through, when on my first trip my plane landed at Watson Lake airport, 300 miles out in the wilderness. Behind my transport came a bomber almost out of gas; and I saw airport attendants pour into its tanks some 500 gallons of gas from drums that had been flown in. The gas cost the Government about \$2.75 a gallon, delivered at Watson Lake—and there was only enough on hand to supply a few planes a day.

Appropriately, when I got on the bus at Whitehorse, the first big landmark we passed was the Whitehorse airport, a field bigger than most American commercial airports.

Beyond the airport we ran into clouds of dust. Past us bustled Army trucks, jeeps, command cars, sedans, station wagons of civilian contractors. Here again was a vast change from 1942. Last year when Major Frank Pettit and I bounced over the same trail in a command car, we met only an occasional jeep or truck. Now vehicles passed in a steady stream.

A few minutes later there was another demonstration of the new order. We pulled up in front of a wooden shack with a big sign: "Alaska Highway Traffic Control—All Vehicles Stop." Our drivers went in to sign a trip ticket, saying where they were going and how many passengers they had. The Army makes it very plain that this is a military highway, for military use. Last year, once you got on the highway, you could go just about as you pleased. Now every vehicle is checked in and out at these control stations, spaced about every 100 miles apart. As we rolled on our way, I took a look around the inside of the bus. There were 15 passengers besides myself. Upon the front seat was Congressman Homer Angell of Portland, Ore.,

THE SAUCE YOU SEE IN FINE RESTAURANTS

Add flavor and distinction to your meals by using Lea & Perrins Sauce at the table... in its own distinguished bottle—just as they do in fine restaurants.



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The ORIGINAL Worcestershire!

Drink
Nesbitt's

5¢
FOUNTAIN FAVORITE
FOR YEARS — NOW IN
BOTTLES, TOO

MADE FROM
Real
ORANGES

LIFE'S REPORTS (continued)

making an official study of the road. Back of him rode Captain Richard Neuberger, aide to Brig. General O'Conner, and Dave Rivkin, civilian photographer for the Northwest Service Command. The rest of our passengers were soldiers—ten of them going on furlough and two less fortunate G. I.'s who had got on at the control station to ride back to the next camp where they were members of a truck-driving detachment.

We drove on across the new bridge over the rushing, opaque, blue Lewes River, just above where it plunges into Miles Canyon and the Whitehorse Rapids where many died in the '98 Klondike gold rush. Climbing out of the river's gorge, we jounced along over a very rough stretch of road. It was part of the pioneer trail. You could still see the ends of the trees with which the engineers had corduroyed it through the muskeg swamps.

The road got better shortly, however, and we picked up to 35 miles an hour. Then we came to a long grade on which men and machines were working, just past the clear Teslin River. It had begun to rain and the grade was slick. Our drivers looked worried. The bus lunged at the hill in second gear, then in low. We made a couple of hundred yards. Then we just stood still while the wheels ground the wet dirt to mush. "Hell, we're stuck," said Charlie Elkin, the driver. Stuck we were, not in a ditch or on a soft shoulder but right in the middle of the road. "This is the third time this month we've been stuck here," said Les Craik, the other driver. "We never make a trip without getting stuck three or four times and when it rains we just don't try to go between Watson Lake and Fort Nelson. We just stay at which one we're at."

We weren't stuck long. Craik waved to a bearded "cat-skinner" driving a big caterpillar bulldozer. He put the blade of his bulldozer against our back bumper and shoved the heavy bus up the hill as though it were a toy. When our wheels took hold again, he backed off. But we were not through with that hill. A couple of hundred yards farther on there was a turn. On that we gently slid sideways until we slithered into the ditch. Up came our pal on the "cat" again and tried to push us out. But this time his machine couldn't get enough traction

"I can do with
less if it's
Kayser
because I depend
on the quality
of Kayser gloves...
and buy more
bonds."



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GLOVES • UNDERWEAR
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Be wiser... Buy Kayser

CONTINUED ON NEXT PAGE

Rely on
Reliance



Who's Easing Up?

Nobody! Every real American knows there's a job to finish, and we're out to finish it *for keeps*. That's why all America is buying more bonds, and working as hard as ever. Reliance is proud to provide these workers with Big Yank Flannel Shirts. Shirts that stand up, and are fine for cold weather. Shirts with patented stormproof cuffs, elbow action sleeves and handy pockets. In cheery plaids of wool and of twill flannel, also solid colors in sueded and twills. Big Yank Shirts for men and boys at good stores everywhere.

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MAKERS OF Big Yank Work Clothing

Aywon Shirts • Yankshire Coats • Universal Pajamas
No-Tare Shorts • Kay Whitney and Happy Home
Frocks • Yank Jr. Boys' Wear • Parachutes for Men
and Matériel



LIFE'S REPORTS (continued)

and he had to go around and fasten a steel cable to our front axle. Grinning broadly, he yelled at us, "Say, I have to do that every time it rains here."

At the top of the hill we had to wait while a ten-ton truck loaded with pipe tried four times to get up a slippery grade. The driver waved us past and we moved up gingerly in low gear. We went past the bustling camp where the oil pipeline leaves the highway to head over three ranges of mountains to the oil wells on the Mackenzie River. Mountains of pipe lay in the yards before the barracks, waiting to go up the line. Trucks scuttled in and out, and there was an air of bustle about the whole camp.

Well past lunch hour, thanks to our bout with the slippery hill, we came to our first regular stop—the control station at Brooks Brook, named for a Philadelphia lieutenant of Engineers, some 90 miles from Whitehorse. Here was another of the wooden traffic-control shacks. On both sides of the road, blending with the trees, were a dozen or so green-painted wooden barracks. At one side was a log cabin where the young officers in charge had their headquarters. The camp was home for part of a company of the quartermaster regiment which handles truck driving on the highway and patrols the road. Drivers at this camp had the job of driving trucks north to Whitehorse and back to camp. This is the system by which all Army traffic on the highway is handled—drivers take the trucks from one relay station to the next, then back. After a good, late lunch with the officers in charge at Brooks Brook, I rolled on.

All the traffic we met after lunch consisted of construction trucks, Army convoys, an occasional Army sedan, command car, PRA pickup truck or civilian contractors' station wagon. It was obvious that most of the road was still being used mainly as a means of getting construction supplies in. Except for the trucks passing and the gangs at work on the road we saw practically no signs of human or animal life. We passed one lone Indian trapper, hunched low in his saddle. I was surprised that we saw no animals and asked Les Craik why. "All scared back in the bush," he said. We did see trout rising in some of the streams we crossed.

All night, all the next day,

(continued on p. 16)

Black Beard?



Heavy, fast-growing, quick showing. Shave in easy comfort. Use

PERSONNA

Precision Double-Edge Blades

**10 for \$1.00
and worth it!**

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Slow-processed from Swedish Steel

Hollow Ground—Leather Stropped

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TROOP TRAINS!



**THEY GET
THERE BY
Hamilton
TIME**



Helping America's railroads move millions of troops with speed and safety is the famous Hamilton Railway Watch. It's one of many highly-precise Hamilton timing instruments now serving in every branch of our fighting forces.

HAMILTON
The Watch of Railroad Accuracy



THIS photograph of two men wearing Sonotones *at work* is a striking picture of a radical upheaval in the lives of 5,000,000 hard of hearing Americans that most of us have never even noticed. To the average man, of course, the wearing of a hearing aid seems as natural as glasses. But the jarring fact is that up to 1940 it was rare to find a man working in a plant wearing a hearing aid. Employers had a prejudice against hard of hearing workers, and hard of hearing employees had a natural fear of losing their jobs if they wore hearing aids.

But today that whole picture has been changed by the nation-wide educational campaign Sonotone has carried on for years past. Far-sighted, imaginative employers like the General Engineering and Dry Dock Company of California, in whose Alameda yard this photograph was taken, have been quick to appreciate that it is a foolish, uneconomic waste of vital man-power to "scrap" a man's other abilities just because his ears had failed him.

Other employers took the cue. Today, a man with a properly fitted Sonotone is welcome at any employment office, if he can do the job. And the men pictured here, Mr. W.J.B. . . * (left), assistant in the Purchasing Department, and Mr. C. F. . . *, oiler on the shipyard trains, are typical of the thousands of men and women whose hands and minds are once more on the job, thanks to Sonotone. Both men, forced by hearing troubles to give up other occupations, have found a new chance to do a much-needed war-winning day's work every day in the week.

To the thousands of other Americans who'd like to have a hand in the war effort but who hesitate because of hearing troubles, these men's experience must be inspiring. There is room . . . and need! . . . in America's wartime plants for every pair of skilled hands in the land. And there is no earthly reason for reluctance in offering your help. A hearing aid is no longer a hindrance to a job. And thanks to the scientific advances of the past 12 years, many of them Sonotone's contributions, over 90% of people's hearing troubles can be helped. If you want to do a better job for your country, see your doctor and then, if you need a hearing aid, call at the nearest Sonotone office.

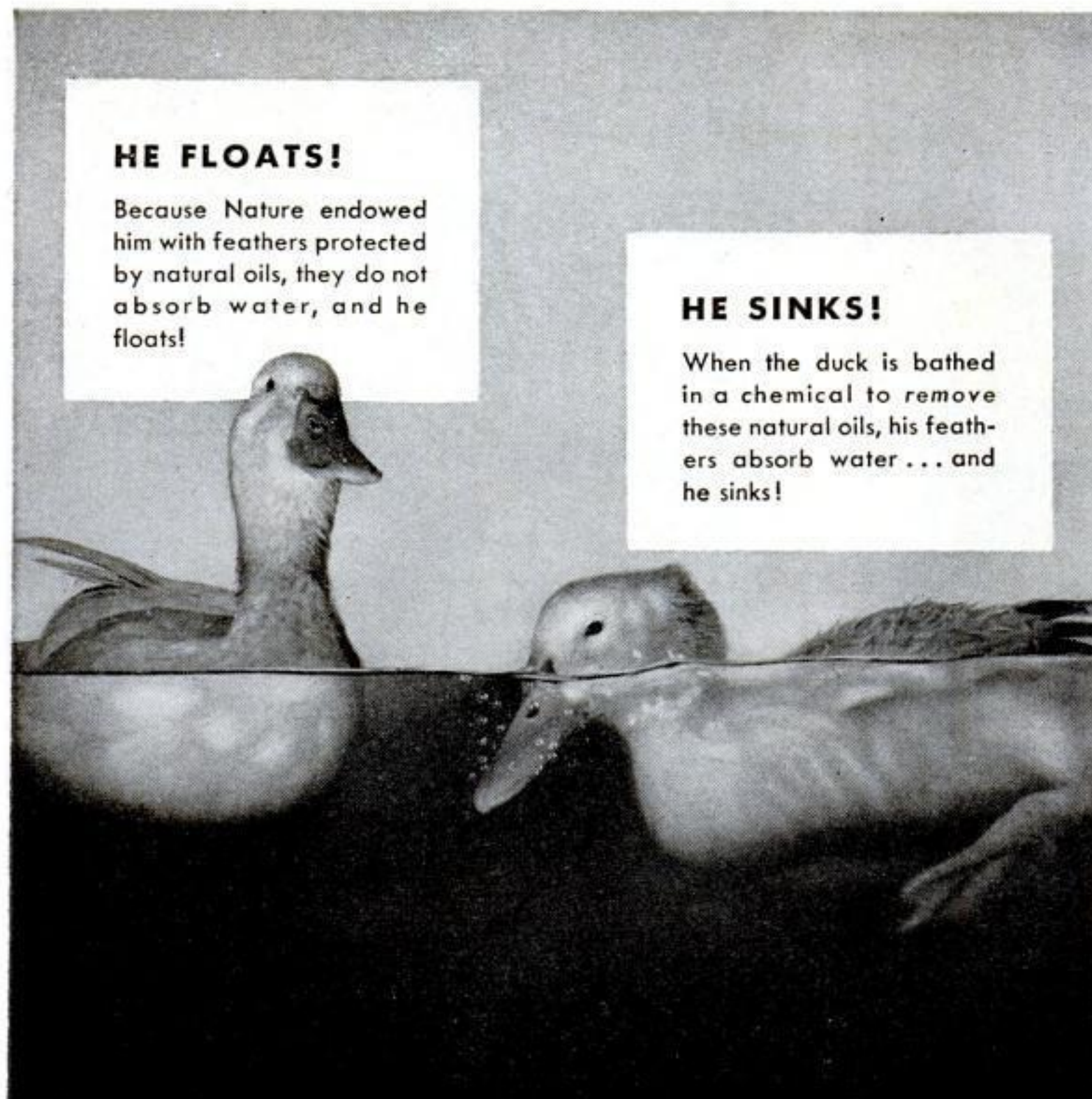
*Names omitted in accordance with medical principles



For information on Sonotone telephone or write any of the 145 Sonotone offices in the United States, or write Sonotone, Elmsford, N. Y. (In Canada, address 229 Yonge Street, Toronto. In England, write 144 Wigmore Street, London, W. I.)

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SCIENCE DISCLOSES HOW OILS PROTECT!



HE FLOATS!

Because Nature endowed him with feathers protected by natural oils, they do not absorb water, and he floats!

HE SINKS!

When the duck is bathed in a chemical to remove these natural oils, his feathers absorb water... and he sinks!

**Like the OIL in a duck's feathers
the oily waxes in SHINOLA
provide "protection" for your shoes!**

• Water, extreme heat, dust, and grime are all harmful to leather. They clog the "pores," absorb the natural oils, causing the leather to become stiff and dry. Neglect in protecting shoes from these factors greatly reduces their life.

Shinola (liquid, paste, cream) is a life-giving leather "treatment."

This scientific formula of oils and waxes provides a thin, pliable protective film for your shoes... helps hold in and replenish the natural oils in leather. A Shinola film, or shine, applied regularly, helps repel water, dust, and grime, prevent clogging, maintain the leather's natural flexibility.

Wartime places heavy demands upon our supplies, so if your dealer is out of a particular shade, please be patient.

**KEEP 'EM SHINING
WITH SHINOLA**



10¢
LIQUID, PASTE,
OR CREAM
Black Brown
Ox-Blood Tan (Russet)



A Product of The Best Foods, Inc.

A SHINE IS THE SIGN OF A HEALTHY SHOE

LIFE'S REPORTS (continued)

all the next night and until late in the afternoon of the third day we kept on rolling. We stopped only for meals, except occasionally to let passengers get a drink of water from a brook. Late the first night and again the second we got new sets of drivers. At each control station we let off some soldier truck drivers, picked up some more. At one station the second afternoon we picked up a dozen jolly soldiers who were being discharged because of being over 38. "Ain't gonna freeze no more," they shouted to the pals they left behind as the bus pulled out.

All along the road for the first two days and part of the third the scenery was superb, with high, jagged mountains, rushing rivers, and green forest. By the second day, however, I was surfeited with scenery and exhausted from the bouncing of the bus and lack of sleep. Every one was stiff and sore. As we neared the southern terminus on the third day, the road got much better. This was the stretch on which the Public Roads Administration had carried out its aims of a 36-ft. wide road with 4% grade. I could barely realize that this was where Lieut. Colonel Heath Twitchell and I had spent a whole day a year ago going 100 miles in a jeep after our command car had bogged down. Even this section was far from being a super highway, however. It is simply a good gravelled road, over which one can drive up to 70 miles an hour: It is now finished for military purposes, except for some 15 bridges for which steel and materials could not be brought in this year.

At last the bus rolled across the magnificent, half-mile-long bridge over the Peace River, reeled off the last 40 miles past an occasional farmhouse, and into Dawson Creek, the former little fur- and farm-trading community which now is the bustling railhead for the north. I climbed out stiffly. It seemed to me that every one of the 958 miles the speedometer showed had left a permanent impression on me. It had been no pleasure trip. Someday, perhaps, it will be, with improved surface all the way—even with filling stations and moose-meat Bar-B-Q's. Right now it's a vitally important service route to the north and a monument to the guts and skill of the Army engineers and their civilian helpers who pushed it through a howling wilderness.

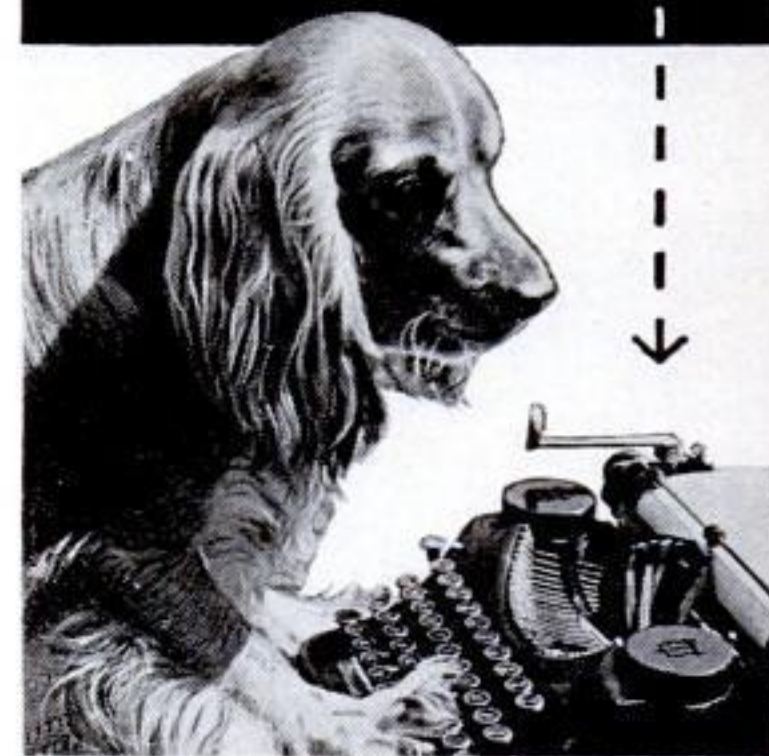
**I'll be
back...**

**When the boys
come back...
—on the
best bikes...
too!**



**New Departure
COASTER BRAKE**

**please SEND me that
sWell MILK*BONE
TINY*BITS - - -**



Puzzled over what to feed your dog?
Make it Milk-Bone Tiny-Bits and see how he enjoys it. The best part is that it's so good for him, too. Contains five vital vitamins, A, B₁, D, E, and G, plus high protein beef meat meal, fish liver oil, yeast, whole wheat flour, and necessary minerals. Just add warm water, soup or broth, plus bits of meat and vegetables if you wish. Ask for Milk-Bone Tiny-Bits at your dealer.



**Contains Vitamins
A, B₁, D, E, and G**

NATIONAL BISCUIT COMPANY

Cadillac



Craftsmanship is still our stock in trade

The rhythmic roar of the P-38 tells more eloquently than words of the superb fighting qualities built into its two perfectly synchronized engines. Foremost of the American designed and built liquid-cooled aircraft engines is the Allison, which powers several of our top fighter craft and for which we at Cadillac produce vital precision assemblies.

It was natural that Cadillac should be entrusted with this war production assignment,

because for forty years Cadillac has exemplified the ultimate in craftsmanship and precision. The long-remembered Cadillac motto, "Craftsmanship a Creed—Accuracy a Law," is far from being an empty, meaningless phrase. It is, in fact, the very credo by which we live because it calls for the fullest exercise of our highest traditional skill.

Another assignment is the production of M-5 light tanks, for which the Cadillac automotive-

type V-8 engines were adapted. This serves to keep the same Cadillac craftsmen on the same production line on which they worked in time of peace.

Thus, while serving the nation at war on a full-time basis, we are also maintaining at an efficient peak everything that the Cadillac name and crest represent in time of peace—the peace which must ultimately be ours.

CADILLAC MOTOR CAR DIVISION



GENERAL MOTORS CORPORATION



**BACK THE ATTACK
WITH WAR BONDS**

Copyrighted material

Du Pont urges: CHECK THESE POINTS BEFORE PUTTING IN ANTI-FREEZE

Your car won't last if you let the cooling system go bad!

You should take good care of the cooling system in your car, because the life of the cooling system controls the life of the car itself. Rust and corrosion in the cooling system may damage parts which are hard to replace today—in some cases even impossible. And if the cooling system doesn't operate efficiently the engine will over-heat. This not only uses up excessive gasoline and oil but can result in serious damage to the engine itself.

So be sure to have the cooling system checked carefully at each of these six points shown in the illustrations. It will also help prevent the loss of vital anti-freeze.

If you happened to save anti-freeze from last winter, you'll be glad to know that your dealer who handles Du Pont anti-freeze has a chart giving information on how it is possible to bring it up to strength for another winter with War Emergency "Zerone."

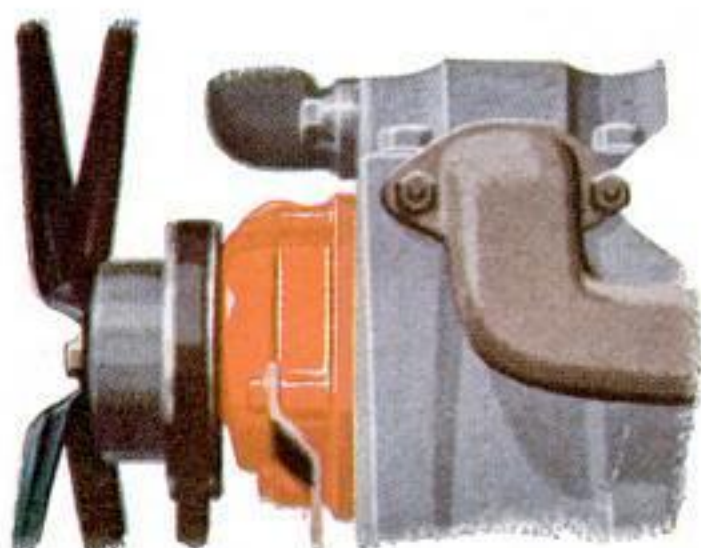
Why not see your dealer today? Have him service your cooling system and give it two-way protection: (1) against freezing; (2) against rust, with a Du Pont anti-freeze.



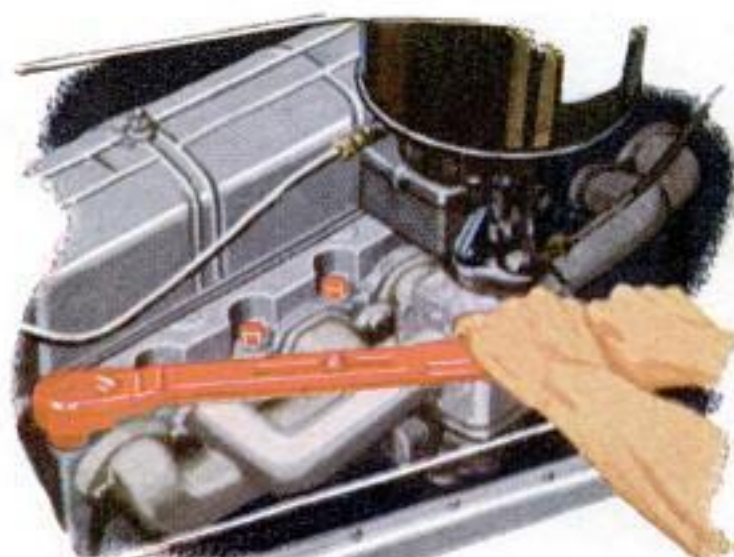
1. CLEAN THE RADIATOR. Radiators that contain rust, scale and dirt will over-heat because of poor circulation. Anti-freeze is lost, and the engine may be damaged. Have your dealer use Du Pont Cooling System Cleanser, and check the radiator for leaks at this time.



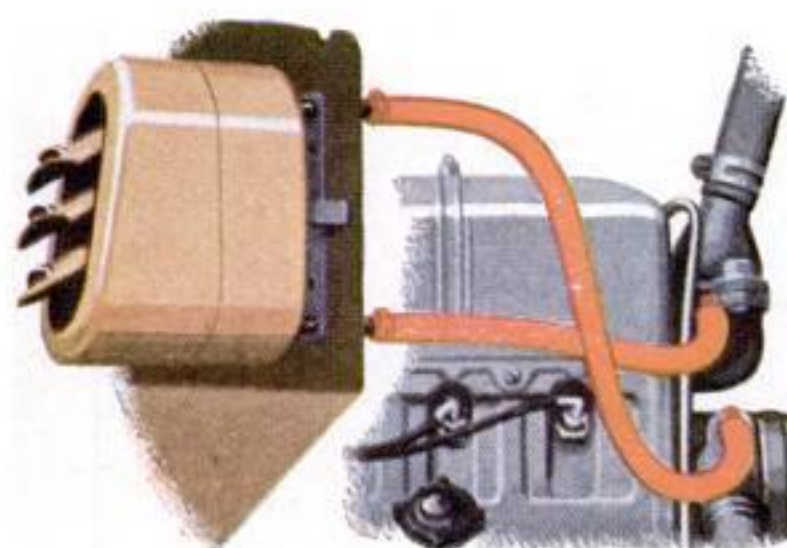
2. CHECK THE HOSE CONNECTIONS. Be sure all cooling system hose is tight, to prevent anti-freeze leakage. Your dealer should replace rotted hose, if possible, so worn particles won't clog radiator or thermostat. Make sure that the thermostat is in good working order.



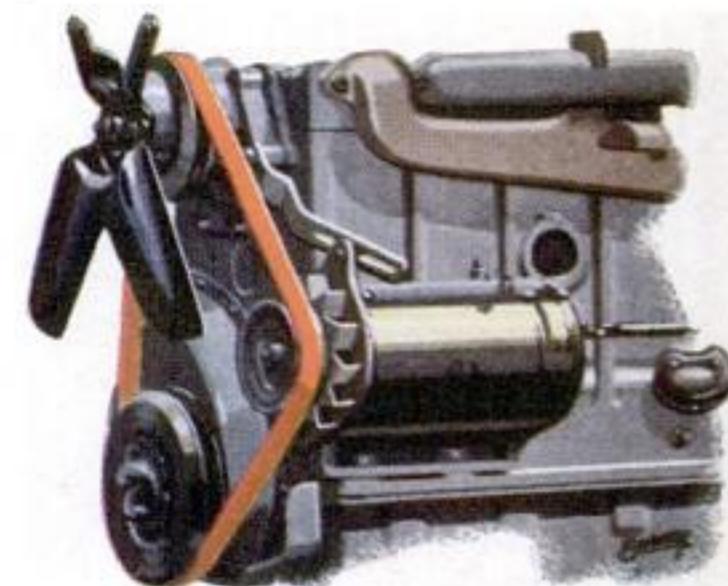
3. EXAMINE THE WATER PUMP. Water pumps should be tight to prevent air suction and leakage of anti-freeze solution. Pump leaks often develop along the propeller shaft. Have dealer check the pump and repair worn or faulty parts.



4. TIGHTEN THE CYLINDER BOLTS. Looseness of the head bolts and expansion plugs on the cylinder block often causes anti-freeze leakage. Your dealer should use a tension wrench to make all engine head bolts equally tight.



5. CHECK THE HEATER. When the cooling system has been refilled, start the engine and open the valve at the top of the heater to remove all air pockets. Tighten hose connections and replace worn hose to prevent loss of anti-freeze.



6. SEE THAT THE FAN and belt work properly. If the fan belt is worn or slipping, have it tightened. If it's too badly worn, get a new one, if possible. Also, make sure there are no loose, bent or broken blades on the fan.



FREE! Send penny postcard for new booklet on care of your cooling system. Du Pont, Dept. L2, Wilmington 98, Del.



\$1.00 A GALLON. Du Pont "Zerone" is made from methanol. Methanol is widely used for war purposes... therefore "Zerone" may not always be available.

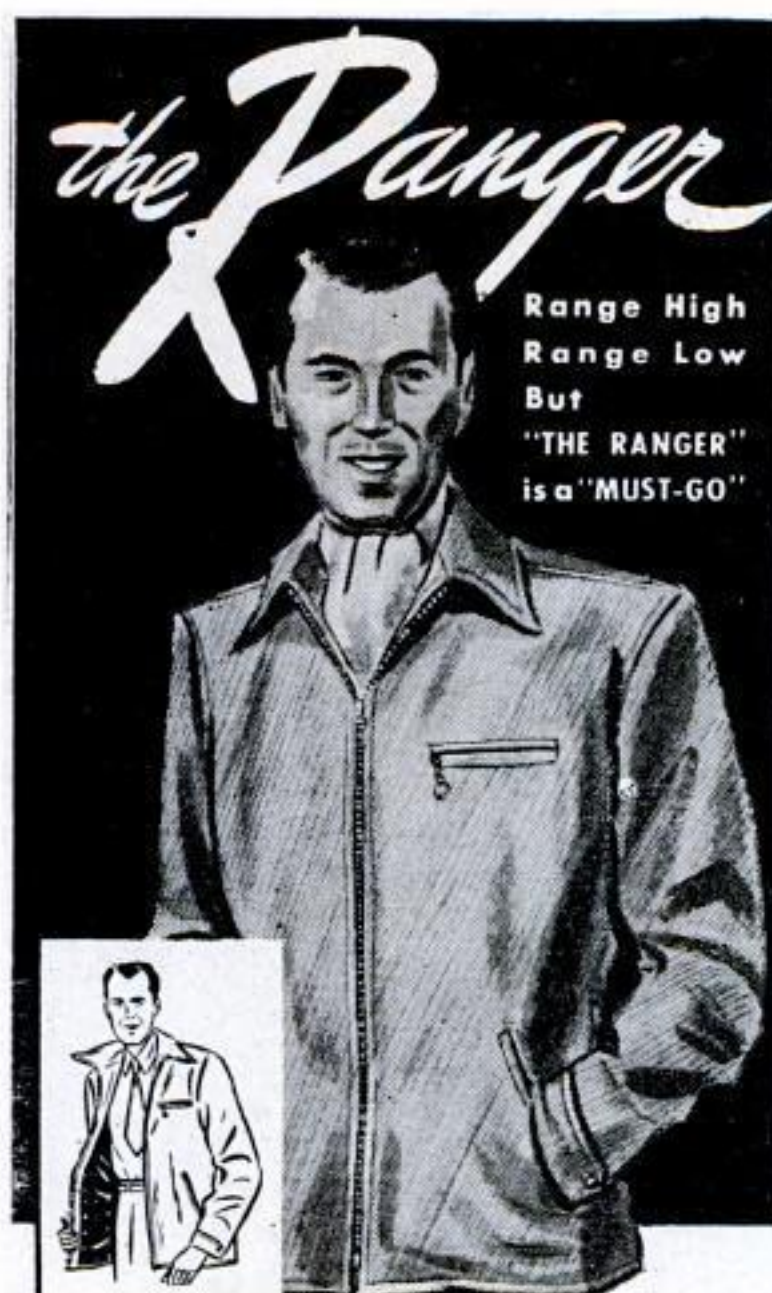


\$2.65 A GALLON. "Zerex" (except in 12 high-altitude Western states) is reserved by WPB order for buses and trucks. Non-evaporating. Anti-acid. Anti-rust.



\$1.40 A GALLON. War Emergency "Zerone" is made from ethanol. Don't hesitate to accept it if regular "Zerone" is not available. It gives safe protection.

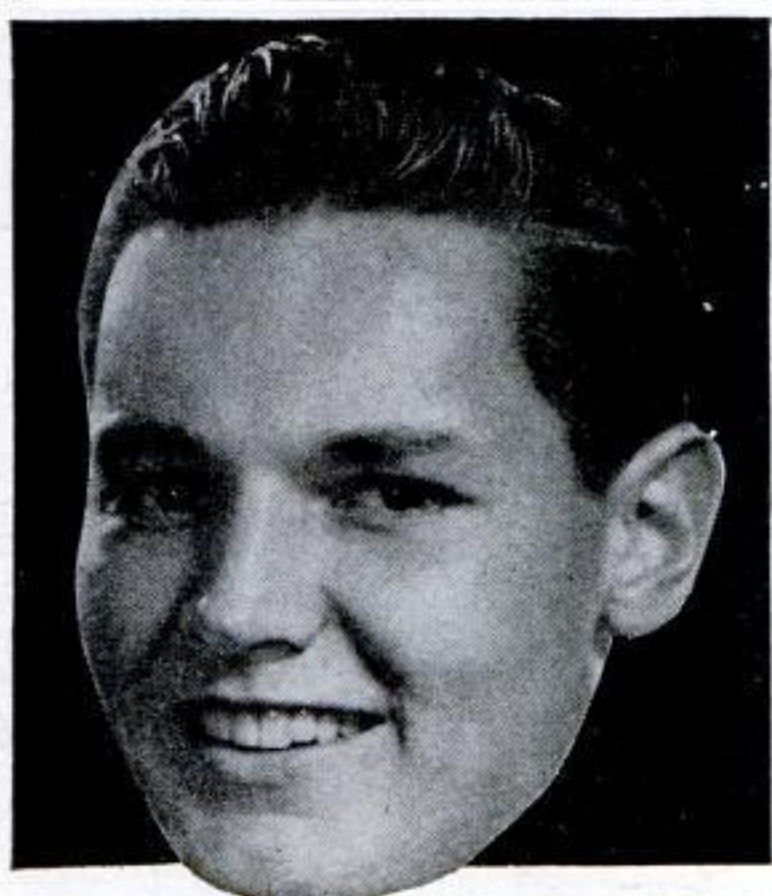
BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY



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Keep your hair well-groomed
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JERIS

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LIFE'S COVER: Ensign Louis Macouillard, U. S. N. R., and his bride, Grace Harrison, are the couple on the cover. They were married just ten days before this picture was taken at the Naval Training School in Tucson, Ariz. where Macouillard was sent last July for training as an officer. As a sailor, Macouillard won his bride after a colorful correspondence from the South Pacific. For his picture letters which helped win Grace, see page 76.

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PUBLISHER

Roy E. Larsen

GENERAL MANAGER

Andrew Heiskell

ADVERTISING DIRECTOR

Howard Black

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Wartime "See-ability" calls for **DOUBLE** care



"See-ability"—proper light, in the proper place

Children, especially when they get hold of the "funnies", will sit down to read almost any place, regardless of light. Guard their precious eyesight with "See-ability". Have them sit close to lamps, so that light falls directly on the page.



"See-ability"—more light from every lamp

In wartime, with fewer lamps available, we must all get utmost light from every lamp. (1) Keep lamps, shades, reflectors, clean—dirt reduces light, wastes electricity. (2) Share the light—use only lamps you need, when you need them.

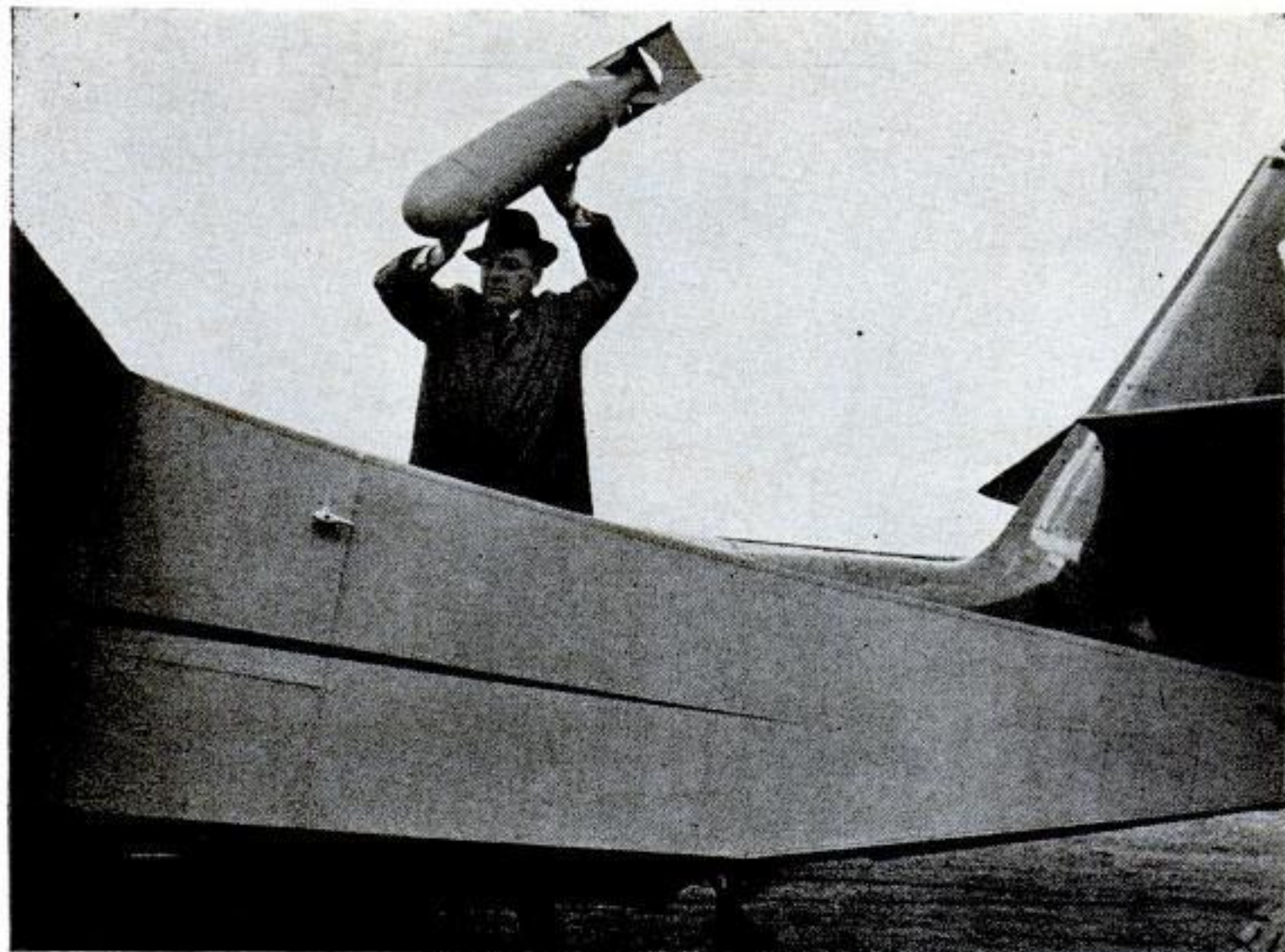
FOR MORE SUGGESTIONS write for new booklet: "How to Get More Light For Your Money". Westinghouse Elec. & Mfg. Co., Bloomfield, N. J.

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FOR BETTER "SEE-ABILITY"



SPEAKING OF PICTURES . . .

. . . LIFE'S PHOTOGRAPHERS NEVER HAVE A DULL MOMENT



Thomas D. MacAvoy, LIFE's Washington specialist, posed for this picture while shooting a story on Civil Air patrol last year. The bomb is a dummy and plane stands solidly on ground.



David Scherman, who has been in England for LIFE since 1941, met King George and Queen Elizabeth before leaving with the party to photograph their tour of Northern Ireland last year.



Walter Sanders graciously helped Betty Grable remove make-up from her legs after making pictures of them (LIFE, June 7).



Alfred Eisenstaedt, pilloried in Williamsburg, Va. last March, was left there for some minutes by his whimsical companions.



Herbert Gehr, nothing loath, laces fashion model into her corset for scene in story on Miami Beach's fancy Lincoln Road.



George Karger, showing well-turned calf (though not so well-turned as Miss Grable's), teaches model the hula at Miami Beach. Model appears to have already mastered essential movement.



George Rodger drinks in Sudanese desert near Khartoum during his 75,000-mile tour for LIFE last year. Spahi watching him has the alert, appraising look cultivated by all photographers.

Behind the camera LIFE photographers are serious men, given to earnest peering through view finders. But in front of one they become as playful as vacationers posing for snapshots at the seashore. The principal reason for this is that in the course of regular assignments they will encounter props and extras

which no photographer with a soul could resist fooling around with for his personal amusement. Most of the pictures shown on these pages result from this temptation, but not all. Some of them, no less remarkable than the others, are pictures of LIFE men in faraway war zones where even the normal situations of life give pic-

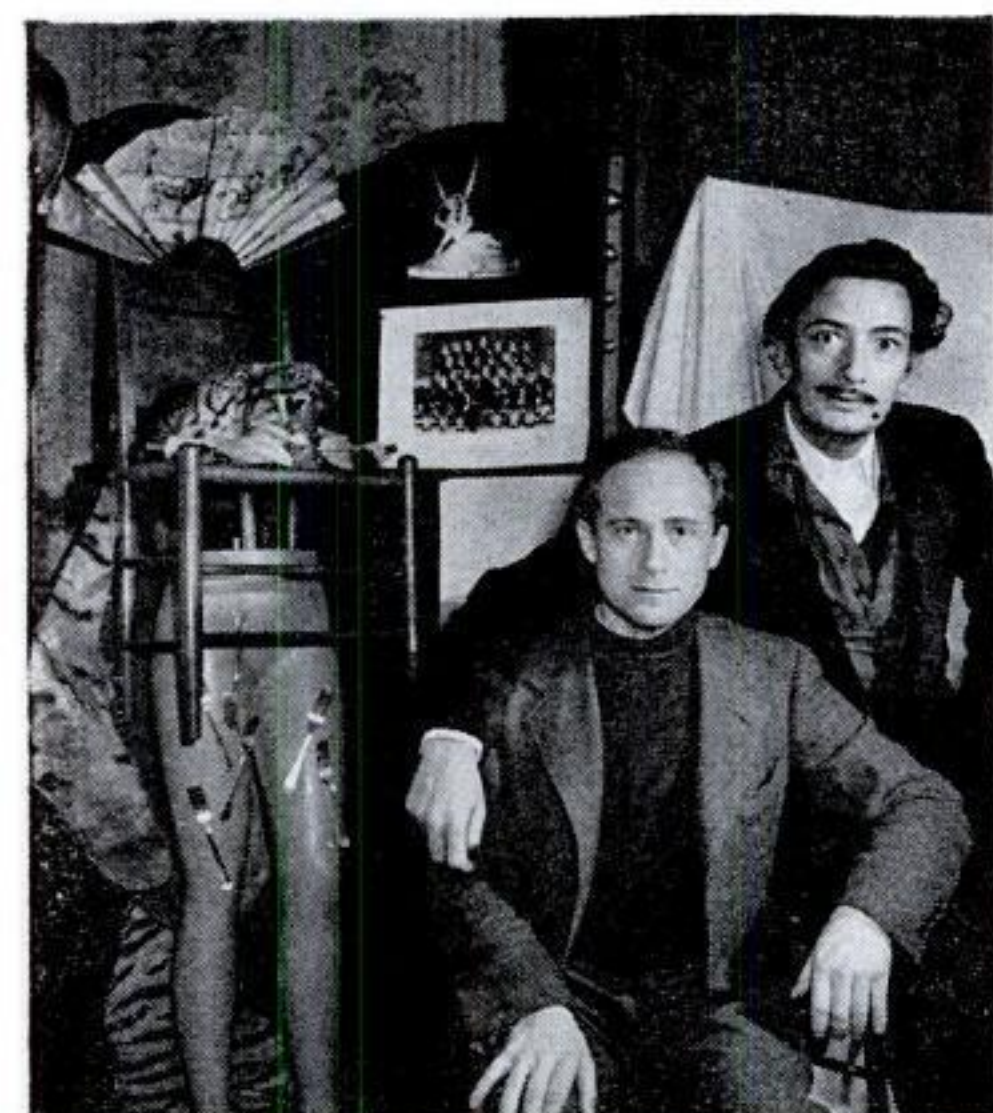
tures the look of unreality. The shot of Eliot Elisofon shown at the bottom of following page, for instance, is no photographer's gag. It was made at Oudjda in north Africa last winter just after a transport plane in which Elisofon was riding had crashed, burning almost all of his photographic equipment and his pants.



Wallace Kirkland gagged this picture with two Illinois police officers. He was working at the time on a story about hunt for mad dogs during hydrophobia epidemic in Chicago last spring.



George Strock, who covered battle of Buna for LIFE, chums with car hops at Houston, Texas. Photo was by Francis Miller, another LIFE photographer who happened to meet Strock there.



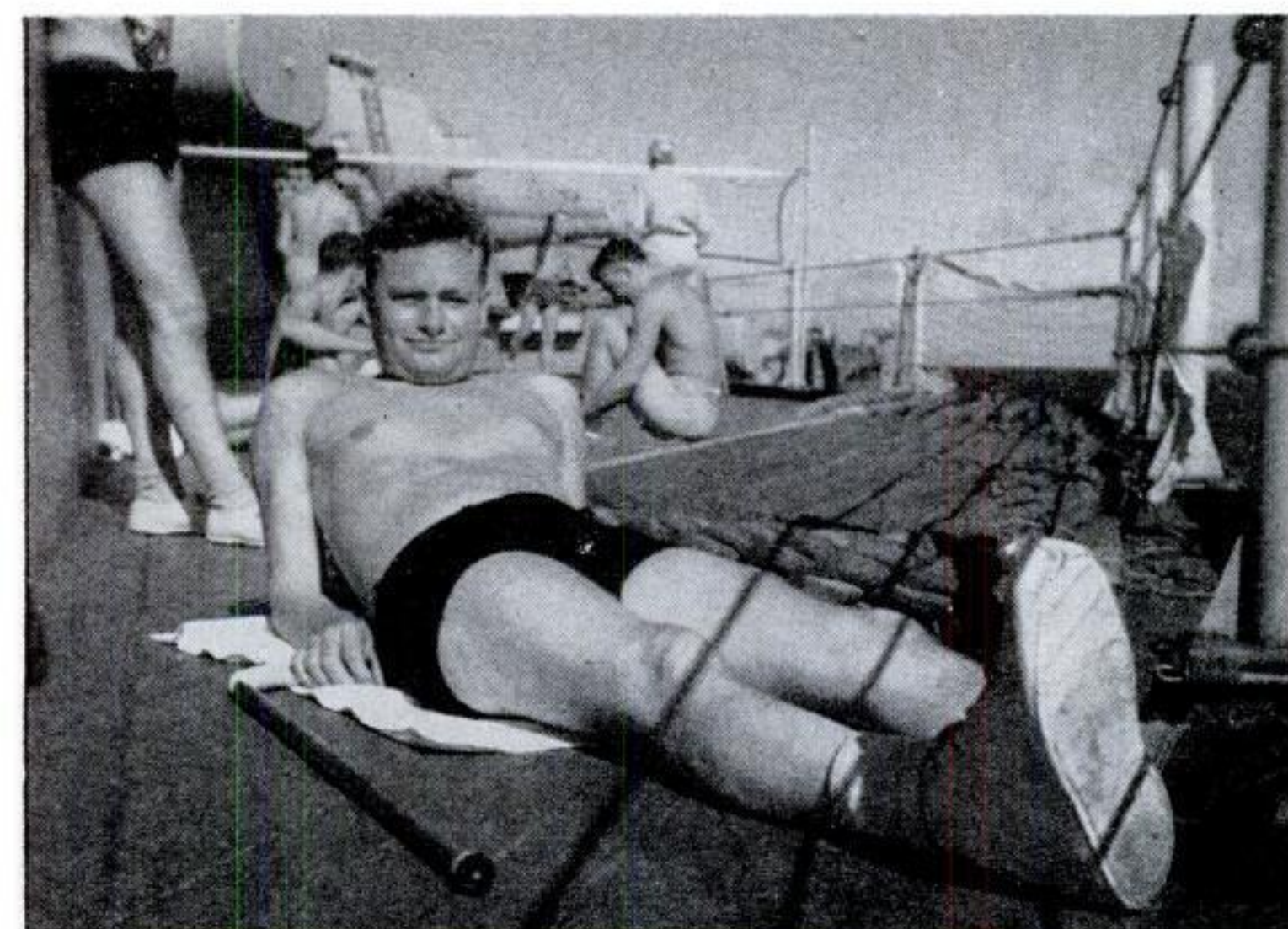
Eric Schaal (left) posed with eccentric Salvador Dali while photographing story on the painter's southern home two years ago.



Myron Davis, young photographer now in the South Pacific, rode this friendly burro while covering an Army troop train.



Johnny Florea took a dance turn with Fred Astaire and Rita Hayworth while shooting stills from *You Were Never Lovelier*.



William C. Shrout Jr. appears to be clowning with burlesque comedy foot, but it is no gag. Shrout broke his ankle during the occupation of Rendova Island, sailed on to cover Marcus Island raid.



Bob Landry, who photographed Egypt and Arabia, posed with native woman in Liberia last winter. With him is Walter Graebner, *Time* and LIFE correspondent who went along on story.

7 A.M. . . . the world's all wrong!



ALACKADAY! You wake up feeling heavy-headed and fuzzy due to constipation symptoms. Don't put off needed relief. Take a sparkling glass of speedy, gentle Sal Hepatica . . . now! The minute you hop out of bed!

9 A.M. . . . and life's a song!



OH, HAPPY DAY! Taken first thing in the morning, Sal Hepatica acts quickly yet gently . . . usually, *within an hour!* What's more, Sal Hepatica also helps turn a sour stomach sweet again because it helps to counteract excess gastric acidity. 3 out of 5 doctors, interviewed in a recent survey, recommend this sparkling, saline laxative. Try Sal Hepatica.

**Whenever you need a laxative
—take gentle, *speedy*
SAL HEPATICA**

Get a bottle of Sal Hepatica from your druggist today, remembering this. Caution, use only as directed. Sal Hepatica's active ingredients: sodium sulphate, sodium chloride, sodium phosphate, lithium carbonate, sodium bicarbonate, tartaric acid. Ask your doctor about the efficacy of this prescription. Sal Hepatica is a product of Bristol-Myers.

TUNE IN { "TIME TO SMILE" starring Eddie Cantor—Wednesdays, 9:00 P.M., EWT
"DUFFY'S"—with Ed Gardner—Tuesdays, 8:30 P.M., EWT

SPEAKING OF PICTURES

(continued)



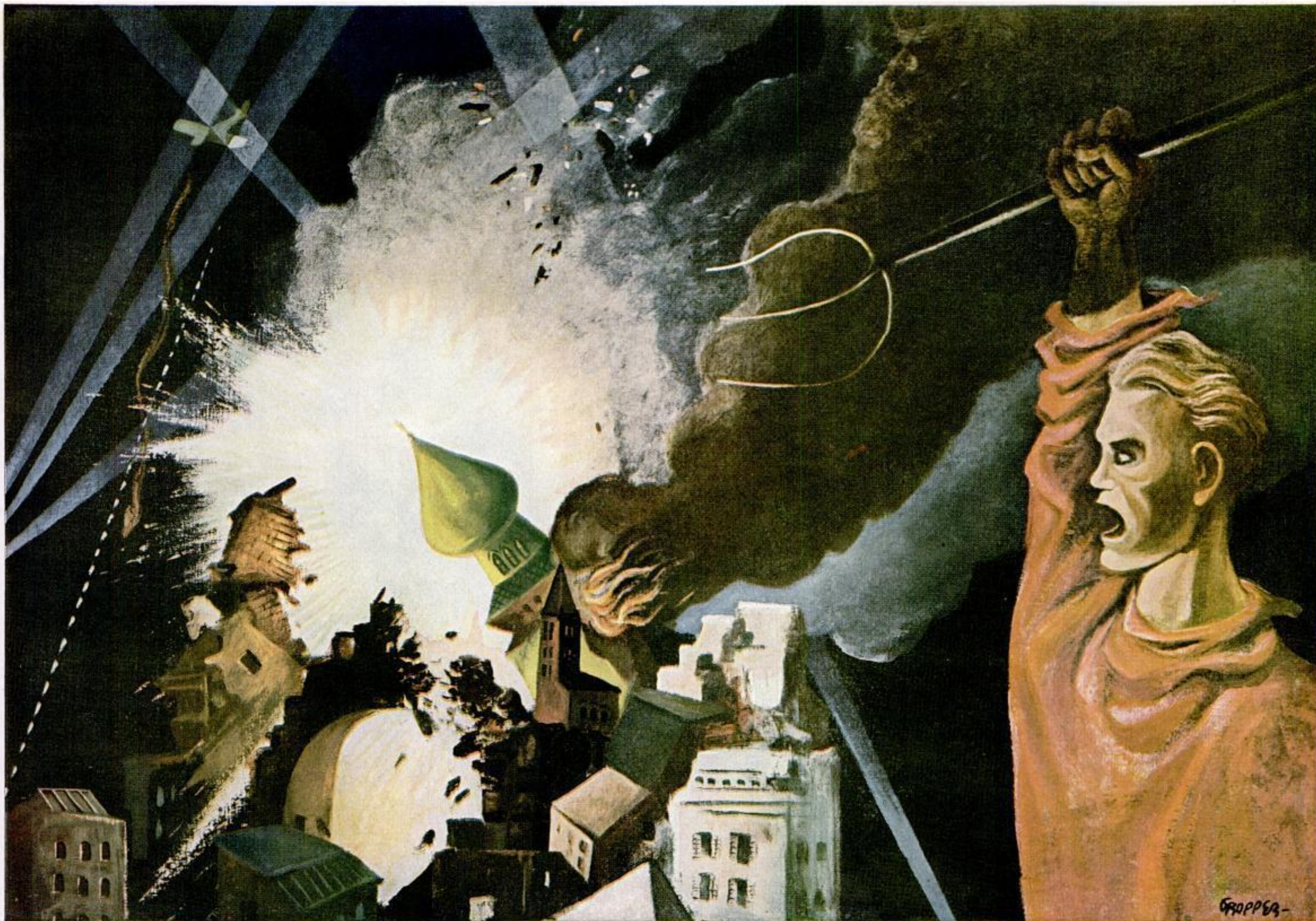
HANS WILD PHOTOGRAPHED BLITZ-RUINED BATH, ENGLAND, FROM EDGE OF SPA



JOHN PHILLIPS PROVES FLOATING IS EASY IN PALESTINE'S SALTY DEAD SEA



ELIOT ELISOFFON SANS PANTS, AFTER LOSING THEM IN AFRICAN PLANE CRASH



The Shostakovich Seventh Symphony, painted by William Gropper for the Capehart Collection

Defiance

An interpretation of Dmitri Shostakovich's Seventh Symphony, as painted for the Capehart Collection by William Gropper. The Seventh, written by Russia's contemporary titan in the realm of music, was composed during the epoch-making Siege of Leningrad.

Portfolios of reproductions of paintings in the Capehart Collection may be secured at nominal charge from your Capehart dealer, or direct from the Capehart Division at Fort Wayne 1, Indiana.

The Capehart (Chippendale) with the time-proved record changer that turns the records over, and FM radio reception. Control stations may be placed throughout your home and the grounds.

Leningrad hurls defiance at the invader. Heroic flame drives out the savage, and the city's peril has passed over. Suddenly a note is sung, recalling the defiance — a great chorale of mankind, singing "Triumph! Triumph!"

Music exults and exalts. It shoulders men skyward. Be it the forging symphony or the sublime chorale — on its surging power the spirit rises.

The Capehart owner knows these things. For the world's great music comes to him — in radiant splendor — through his Capehart Phonograph-Radio.

The maker of these fine instruments, the Farnsworth Television & Radio Corporation, is now developing and producing highly scientific electronic instruments for our

armed forces. So that Capeharts are, at the present time, not being built.

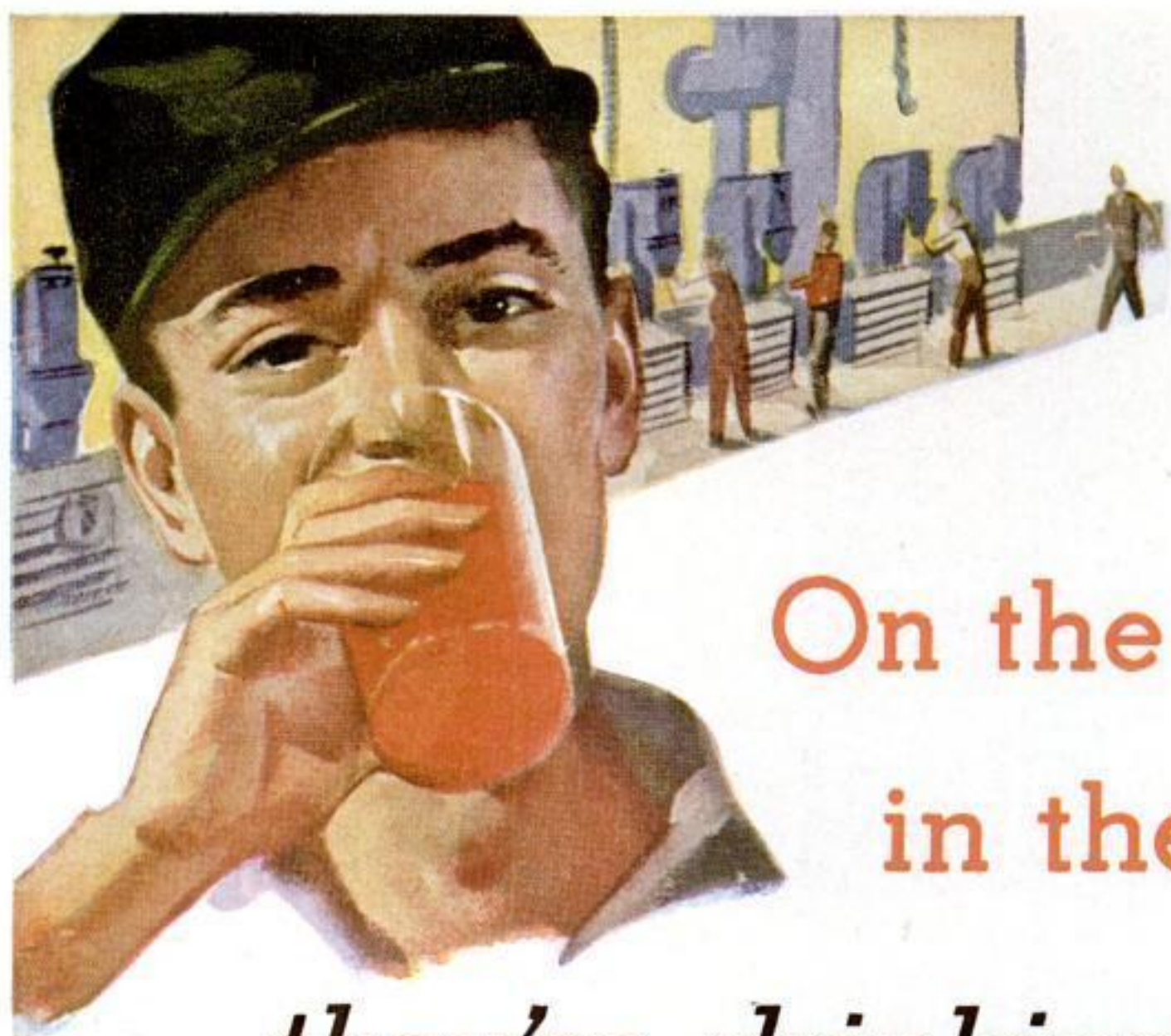
But your Capehart dealer will be happy to continue looking after all your musical requirements. Although recordings of the Seventh Symphony are not yet available, you may care to hear the Victor recordings of the Shostakovich First Symphony (No. M-192) and the Shostakovich Fifth (No. M-619), both by Stokowski and the Philadelphia Orchestra; or the Columbia recordings of the First (M-472) and the Fifth (M-520), both by Rodzinski and the Cleveland Orchestra.

Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana.



N. W. AYER & SON

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On the Home Front,
in the Services,

they're drinking **Libby's** vitamin-rich

Tomato Juice for good nutrition
and grand flavor

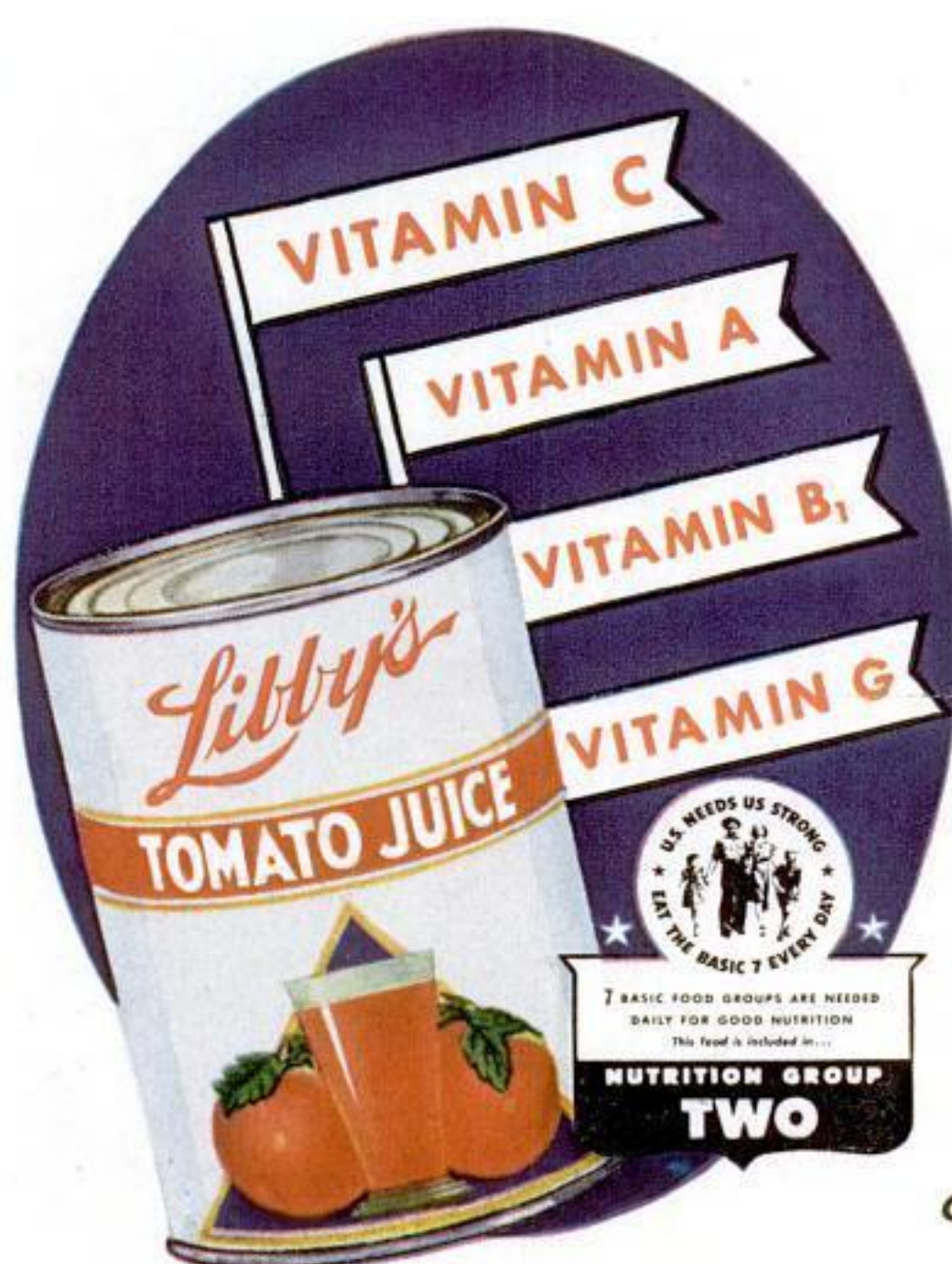


Knowing how good Libby's Tomato Juice is . . . vitamin-rich, sparkling with flavor . . . you'll not be surprised to learn that Uncle Sam has asked for almost half of all that Libby packs. That's why your grocer may not always have it. If you don't see Libby's Tomato Juice, try Libby's Hawaiian Pineapple Juice, or any other Libby's Juice instead. They're all pressed from luscious rich-ripe fruits . . . scientifically canned to guard their nutritive values.



Flavor stretching idea!

Here's an extra special recipe that stretches $\frac{1}{2}$ cup of Libby's Tomato Juice into a Tomato Sauce that serves 6. See what it does for meat loaf, meat balls, croquettes. And, lady, is it grand on fish! Melt 1 tbsp. butter, add $\frac{1}{4}$ onion sliced and cook until golden brown. Remove onion, add 1 tbsp. flour and brown slightly. Add gradually $\frac{1}{2}$ cup Libby's Tomato Juice and $\frac{1}{4}$ cup water. Heat to boiling, stirring constantly. Boil 3 min. Season with $\frac{1}{4}$ tsp. salt, $\frac{1}{4}$ tsp. celery seed and dash of pepper. Serve hot.



Libby's
100

FAMOUS FOODS

Extra quality - no extra ration points

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CONTENTS

THE WEEK'S EVENTS

Capture of Naples.....	27
Editorial.....	36
Unknown Flier's Grave near Bengasi.....	37
Shake-Up in State Department.....	38
U. S. Bomber Raid on Paramushiro.....	40
Ex-Ambassador Bullitt's Campaign for Mayor.....	43

ARTICLE

Basic English, by Lincoln Barnett.....	57
--	----

CLOSE-UP

Marshall Field III, by Francis Sill Wickware.....	102
---	-----

PHOTOGRAPHIC ESSAY

Picatinny Arsenal.....	93
------------------------	----

WAR LIVING

Europe's Clothes.....	49
-----------------------	----

MOVIE

"Princess O'Rourke".....	69
--------------------------	----

ART

Ensign Macouillard's Picture Love Letters.....	76
--	----

SCIENCE

Soil Erosion.....	81
-------------------	----

THEATER

"Blackouts of 1943".....	88
--------------------------	----

HISTORY

Famous War Letters.....	120
-------------------------	-----

OTHER DEPARTMENTS

Letters to the Editors.....	2
LIFE's Reports: Alaska Highway, by William S. Howland.....	12
Speaking of Pictures: LIFE Photographers.....	20
LIFE Visits the Pump Room in Chicago.....	126
Pictures to the Editors.....	130

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LIFE'S PICTURES

Like all visitors at Picatinny Arsenal, headquarters for U. S. Army explosives production, LIFE Photographer Andreas Feininger, as shown here, succumbed to the temptation to slide down a safety chute on one of the smokeless-powder blending plants. In this week's photographic essay (pp. 93-101), Feininger's pictures show how Picatinny pursues the hazardous assignment of research in the prime active ingredients of warfare.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes) unless otherwise specified.

COVER—SAM LEVITZ—ARIZONA DAILY STAR
4—EWING KRAININ
8—GENE LESTER
20—CEN. ROGER BUTTERFIELD
27—GEORGE RODGER
28, 29—GEORGE RODGER—GEORGE RODGER—ROBERT CAPA
30 through 35—ROBERT CAPA
37—JOHN PHILLIPS
38—MYRON H. DAVIS—THOS. D. MCAVOY
39—THOS. D. MCAVOY
40—DMITRI KESSEL
43—BERNARD HOFFMAN exc. t. lt. THOS. D. MCAVOY
44—BERNARD HOFFMAN exc. cen. HARRY SALTZMAN
46—BERNARD HOFFMAN—WALTER SANDERS
49, 50, 52—NINA LEEN-PIX
57—MARK KAUFFMAN
69, 70, 72, 74—WARNER BROS.
76—SAM LEVITZ—ARIZONA DAILY STAR
—ELIZABETH TIMBERMAN
81—ERIC SCHAAI

82—Courtesy U. S. SOIL CONSERVATION SERVICE
83—ERIC SCHAAI
84, 87—Courtesy U. S. SOIL CONSERVATION SERVICE
88, 90—JOHNNY FLOREA
93 through 101—ANDREAS FEININGER
102—WALLACE KIRKLAND
104—Cen. lt. NEW YORK DAILY NEWS, cen. rt. BROWN BROTHERS, rt. BROWN BROTHERS—INT., INT., KEYSTONE, A. P.—A. P., INT., WALTER SANDERS from B. S.
105—WILLIAM C. SHROUT—KEYSTONE—HAMILTON MAXWELL INC.
106—NEWSPICTURES INC.
108—PIX
111—WILLIAM C. SHROUT
112, 114, 117—WALLACE KIRKLAND
118—WALTER SANDERS from B. S.
120, 121, 122—Courtesy THE ROSENBAUGH CO.
125—ERIC SCHAAI
126, 127, 128, 129—HERBERT GEHR
131—CHESTER SHERMAN
132—Bot. G. G. GRANGER

ABBREVIATIONS: BOT., BOTTOM; CEN., CENTER; EXC., EXCEPT; LT., LEFT; RT., RIGHT; T., TOP; A. P., ASSOCIATED PRESS; B. S. BLACK STAR; INT., INTERNATIONAL

The spirit of the hour...

Simplicity... clean cut, candid as youth itself
that's the spirit of the hour!

How warmly reflected, too, in Yardley English Lavender...
The sunny natural perfume charming women are treasuring now as never before.

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The lovable fragrance
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GOOD FOOD HERE



Freda's Restaurant, located in the historic North End of Boston, Massachusetts, is a haven for gourmets who like to combine an evening of dining and dancing. Italian dishes and steaks are enlivened by such sprightly keystone-labeled condiments as Heinz 57 Sauce, Worcestershire Sauce and Prepared Mustard.



Portraits sketched at the table are given to the guests as mementos of their evening at the Marine Room in Chicago's Edgewater Beach Hotel. And they also carry away lasting memories of excellent food—served with Heinz Chili Sauce and other Heinz Condiments.

Timing is important in the modern, immaculate commissary kitchen of the United Airlines in Chicago, Illinois. For piping-hot, freshly cooked meals must be stowed aboard the planes just a few minutes before departure time in order to avoid reheating. And

nothing can ever be sent back to the kitchen! Good flavor is *equally* important, so racy, appetite-arousing Heinz Tomato Ketchup is heavily relied upon to give high-flying travelers the same kind of home-spun, rich-tasting fare they enjoy on the ground!



Named after South America's favorite game, the Jai Lai Cafe in Columbus, Ohio, is patronized largely by college students and legislators. Tasty dishes—served, of course, with tempting Heinz Tomato Ketchup, ruddy Chili Sauce and other Heinz Condiments—are enjoyed in a new-world Spanish atmosphere.

BECAUSE of the rare, unusual flavor Heinz 57 Sauce gives everything from stews to steaks, it has truly become the sauce all America is asking for! On the table or in the kitchen, this distinctive condiment works many quick flavor-changes! Try it in gravies and rarebits—serve it with sea foods, omelets and chops. It's a blend of choice tropical and domestic fruits and vegetables, lavishly spiced and thoroughly mellowed.

Heinz Prepared Mustards, too—both the mild Yellow and strong Brown kinds—are coming to the rescue of harried homemakers. For they add a world of enticing tang to cheese sandwiches—just as all the Heinz Condiments lend welcome variety to wartime meals.

57



When big meetings or parties take place in Birmingham, Alabama, the spacious and dignified Tutwiler Hotel is the logical locale. The flavors of deliciously authentic Southern dishes—skillfully prepared in the finest old-time tradition—are enhanced by a good assortment of lively, lusty Heinz Condiments.



GERMANS WRECKED NAPLES' STRADA NUOVA ALLA MARINA WHEN THEY DESTROYED ALL STREETS & BUILDINGS WITHIN 300 YARDS OF WATERFRONT. IN BACKGROUND IS VESUVIUS

THE ALLIES CAPTURE RUINED NAPLES

Last week Italy's autumn rain was soaking the plain of Campania. It dripped on the date and peach trees, on vineyards heavy with unharvested grapes, and on the rich bottomlands north of Naples. It trickled down the necks of British and American soldiers slogging across the marshes toward the Volturno River and it chilled the Germans, dug into foxholes across the river, in the shadow of Mt. Massico. Somewhere in that area, in the rain, the Germans would try to halt the relentless Allied northward advance. If they failed, the road to Rome would be open.

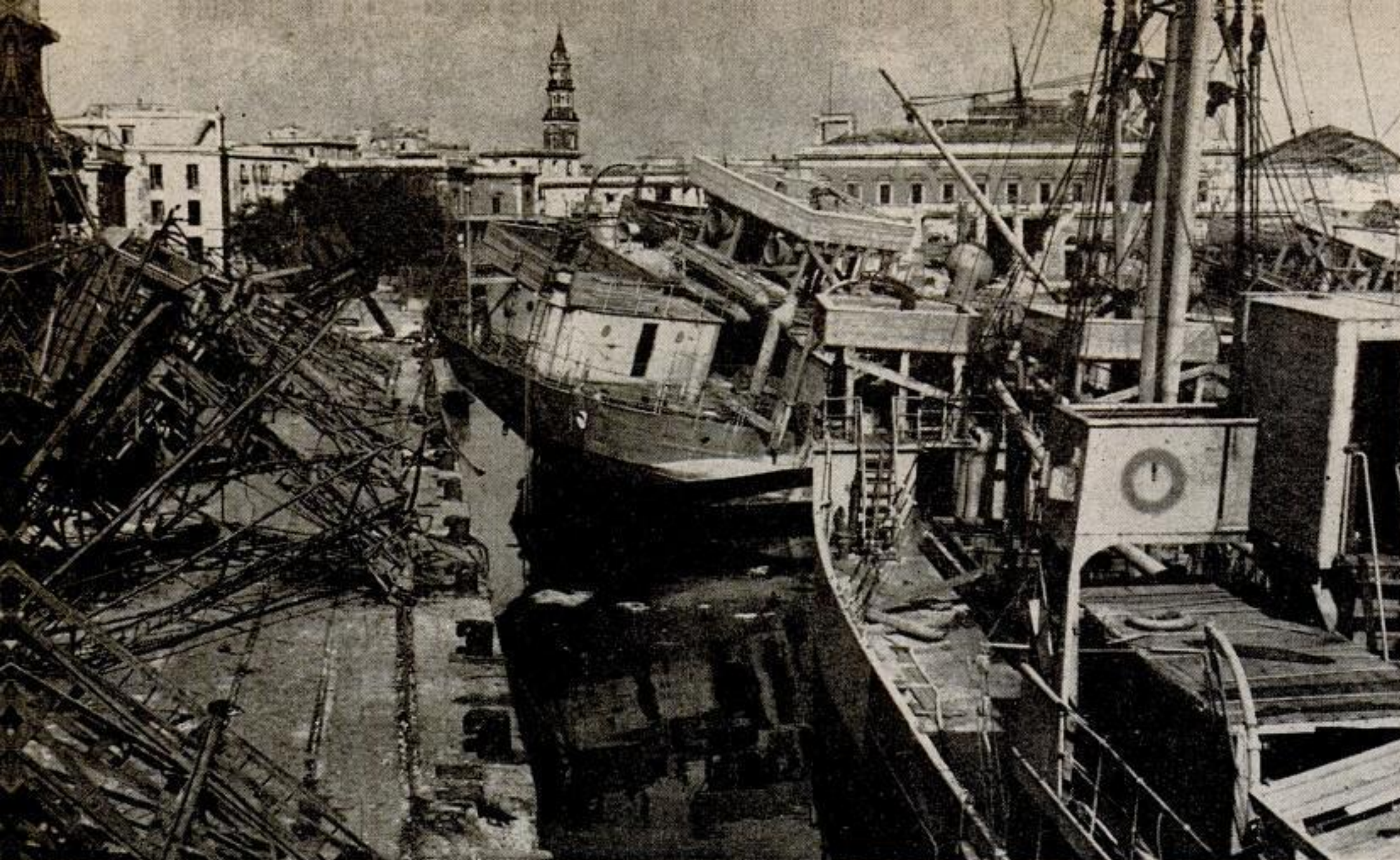
Behind the lines, Naples slowly and painfully returned to normal. But the wounds of battle would not be healed for many months. The city was still practically without water, gas or electricity. In one terrible explosion on Oct. 7 more than 100 civilians were killed when a delayed-action German mine destroyed the post office. Hungry, homeless children

wandered the streets and there was no medicine in the hospitals. German demolition squads had made a shambles of the waterfront. Shops were looted, the telephone building blown up, the University fired and the tourist hotels—the Royal, de Londres and Santa Lucia—ruined by Nazi troops before their retreat.

The Americans and British entered Naples early on the morning of Oct. 1, coming in from the southeast. They had fought their way down from Chiunzi pass (pp. 30-31), around Vesuvius and through the towns of Torre Annunziata, Castellammare di Stabia and old Pompeii. As the first Allied troops entered the city, citizens crawled out from the cellars of their bomb-shattered houses, cheering and waving American and British flags. At Piazza Municipio people surrounded the Allied cars and pumped the soldiers' hands, while hundreds of young Italians, armed with looted pistols and carbines, drove madly through

town in captured German trucks and motorcycle sidecars in pursuit of the few German snipers still remaining. It was these young guerrillas, with the guidance of a few experienced Italian Army and Navy officers, who fought the Germans bitterly in Naples for three days before the Allies captured the city. To American war correspondents they told how the Germans had manacled 125 civilians together by the neck in an open square in the Santa Lucia district, shooting some every time a German was killed. Women also told how the Germans had fired into a bread line, driving the people away and seizing the bread.

With first troops to enter Naples were LIFE Photographers George Rodger and Robert Capa, Rodger entering with armored troops and Capa with infantry. In addition to his pictures of Naples, Capa took the pictures on pp. 30-35 of Chiunzi pass, the infantry attack and the hospital located in a church.



Along the dockfront of port of Naples, wrecked ships, some bombed by Allies, others scuttled by Nazis, careen drunkenly

in their splintered berths, and the tortured steel skeletons of cranes and gutted warehouses overhang the desolate quay.



The Esplanade, where the aristocracy of Fascism once paraded in the warm Neapolitan sun, is littered with the artifacts



On the outskirts of Naples tottering buildings are blown up by demolition engineers. Shattered by the accidents of siege,

overhanging walls and imperiled facades dissolve in dust to render the streets safe for traffic of victorious Allied forces.

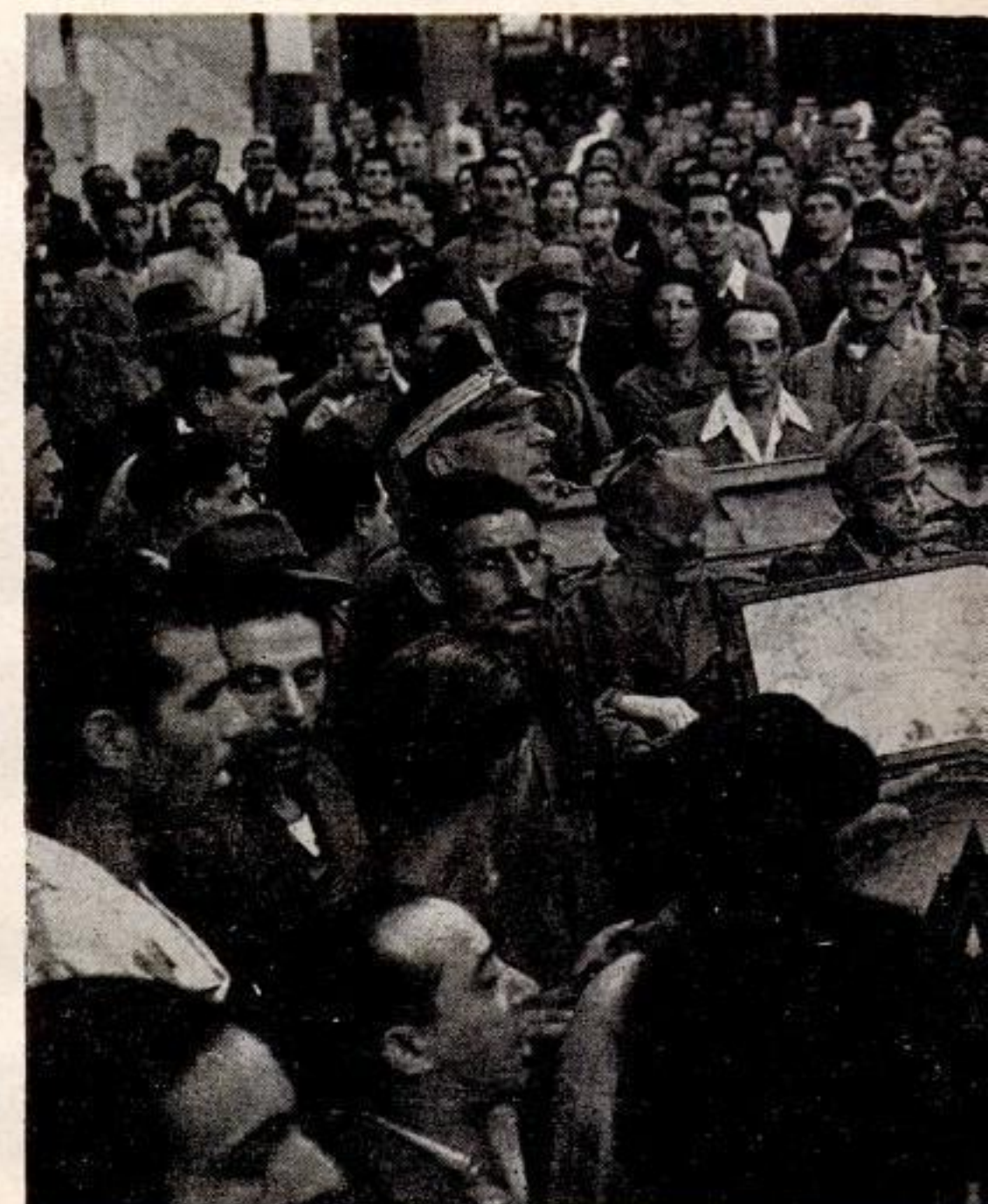


The road to Naples is pocked with the craters of exploded German mines. Here a British tank column uses a sidewalk



Armed Italian youths salute troops of Fifth Army on their entry into Naples. Many of these young men fought Nazis

during last days before city's fall. Many thousands of others were kidnapped by the retreating Germans as hostage labor.



Three Italian commanders who played ball with the Nazis are mobbed by civilians in city street. They are the generals who



of war. Its lampposts hold no light and its famed fashionable hotels house only rubble and ghosts of their glittering past.



Submerged to the gunwales and resting on their keels in the cinder-dark water of Naples harbor, an assortment of fishing

boats, tugs, trawlers and larger craft testify to the potency of Allied air assault and the vindictive fury of routed Nazis.



to advance down a devastated suburban thoroughfare, skirting pitfalls, traps and the disordered relics of a routed enemy.



Rolling down to Naples, British tanks cross blasted square of Torre Annunziata, where the Germans fought a ferocious

delaying action before falling back on the city proper. The houses and pavements are dimpled with scars of battle fire.



directed the defense of Naples against the Fifth Army. A moment later carabinieri rescued them from would-be lynchers.

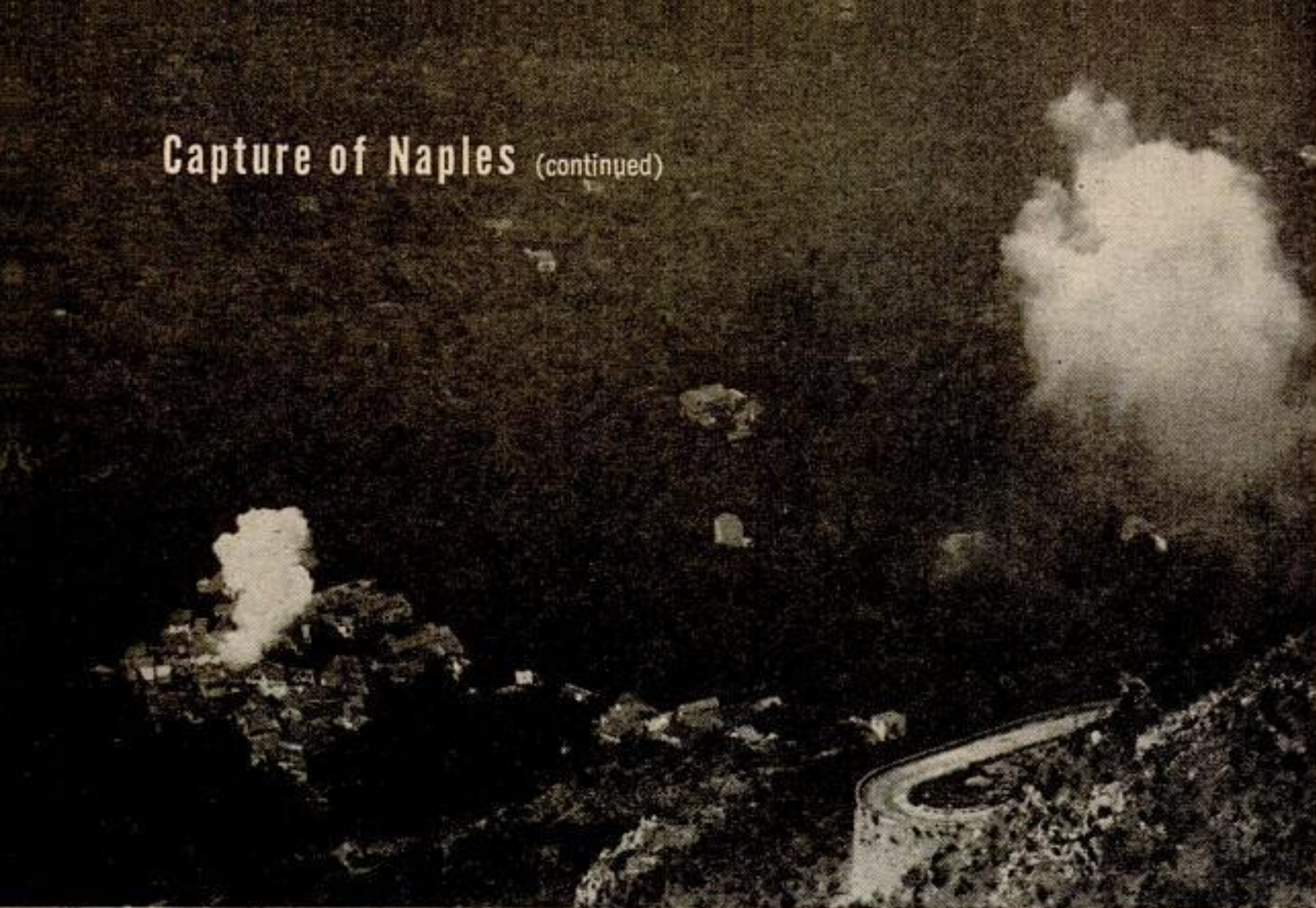


Slicking up for their entry into Naples, British tank crews wash and shave in shadow of ravaged building. For cheering

civilians who welcomed them a few hours later they presented a spic-and-span appearance, cleansed of the dust of combat.

BATTLE OF CHIUNZI PASS

U. S. Rangers seize a mountain cut and hold it for 18 days until the Allied offensive rolls forward



A direct hit shatters road to Chiunzi pass. Up ahead a half-track pulls over to embankment cover. At left, soldiers outside foxholes dug into mountainside watch explosion. Picture strip at



A half-track fires a few shells at camouflaged German positions just beyond the pass, while shells from enemy guns land nearby. A second later the half-track backed down the road.

When the Allies first landed south of Salerno, American Ranger battalions pushed from Maiori six miles into the mountains and seized Chiunzi pass with the high ground around it. Beyond the pass the mountains dropped sharply to the tableland leading north to Vesuvius and Naples. From the pass the Rangers, later reinforced by paratroopers and infantry, commanded the valley and were in position to drop artillery shells on German mortar batteries hidden in a little town at the foot of the mountain (*strip at left*).

For 18 days, while the main Allied offensive devel-

oped behind them and farther inland, the Rangers held the pass, anchoring themselves in mountainous isolation against twelve major attacks by the Germans. Their headquarters, right in the middle of the pass, was a shell-blasted, thick-walled Italian farmhouse nicknamed Fort Schuster in honor of the captain who set up a first-aid station there. Their homes were tiny fox-holes carved into the mountainside.

On the 18th day, after the British had pushed up the mountains from Salerno and reinforcements of tanks had arrived, the Rangers moved on, down into the valley.



At an observation post in Fort Schuster, American and British officers observe Allied artillery bursts in the plain below.



left shows progressive bombardment of German mortars in village below.



After firing five shots through the pass at the Germans (*off right*), this half-track is retreating down the road while the air is still heavy with

smoke from Nazi shells. After 18 days' continuous German shelling, the U.S. half-tracks were still in fighting order, though riddled with shrapnel.



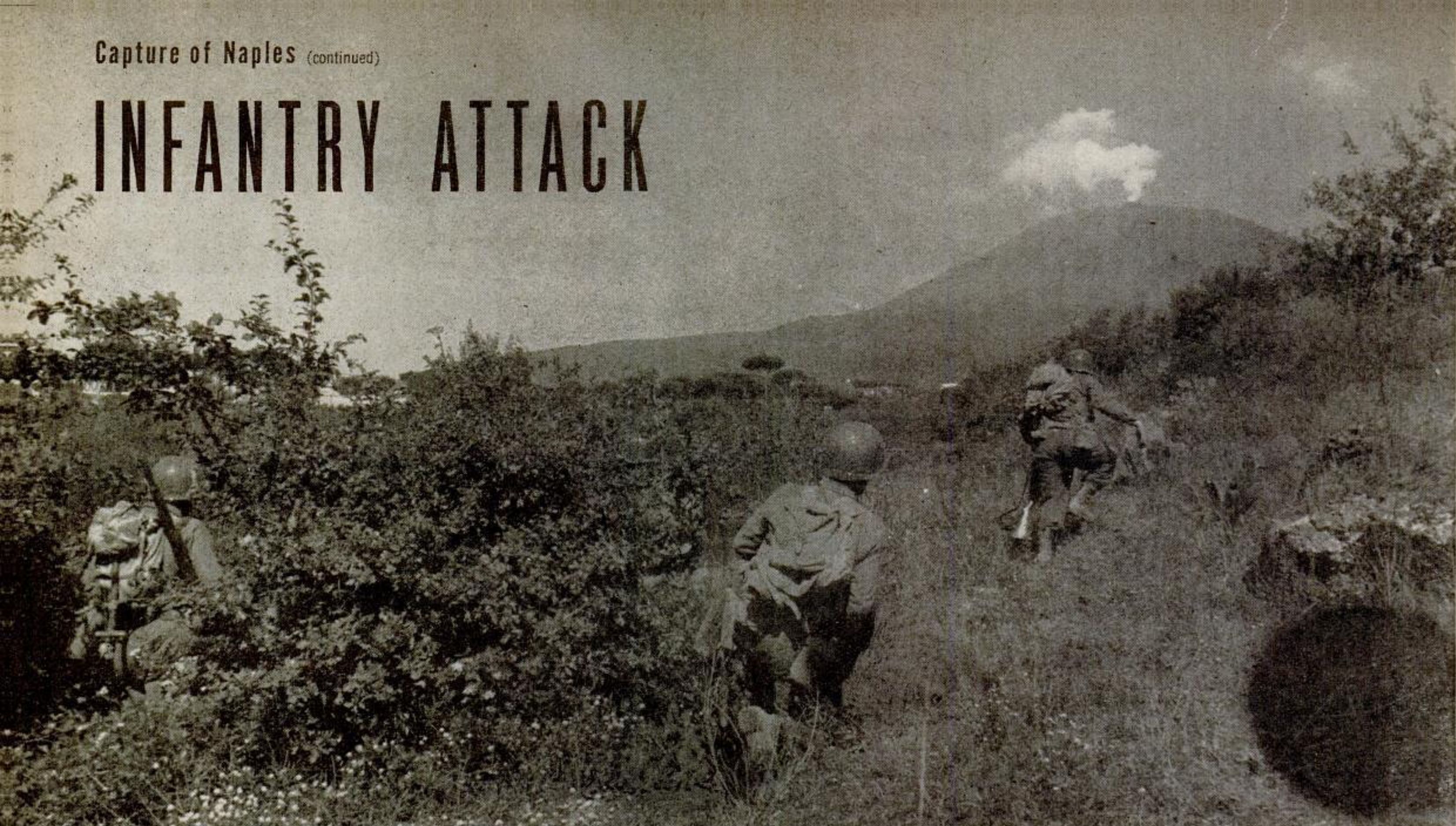
The Germans shelled the pass night and day, inflicting many casualties.



Another half-track waits on the road leading to the crest of the pass to dash out into the open, fire a few rounds. In the high woods surrounding

the pass, infantry skirmishing continued all day, with Germans trying to infiltrate Allied lines to get in a position to pick off vehicles from above.

INFANTRY ATTACK



Approaching Mt. Vesuvius, American infantrymen thread their way through the vineyards and lemon groves under fire of German snipers and machine-gun nests. Their objective here is an unseen castle, perched on a wooded hummock at the base of Vesuvius' lazily smoking cone. Here the Germans have established a well-defended observation post and gun location which

has been delaying British tanks coming up the coastal road from Torre Annunziata. Three days earlier Allied troops poured out of mountain passes to the south and steamed onto the plains of Naples. Beyond Vesuvius lies Naples itself; but that prize cannot be grasped until small but bitterly fighting Nazi rear-guard units are swept from intervening fields and farms.



Shooting as they advance into a thick and treacherous labyrinth of fruit orchards, the Americans smoke out Nazi outposts guarding the castle at Vesuvius' base. The soldier coolly puffing a cigaret is armed with a light machine gun, those below him with Garand semiautomatic rifles. Faintly visible in distance, obscured by autumn haze, is the Bay of Naples. Between

it and infantrymen in foreground runs the coastal road which German fieldpieces and mortars have been shelling for three days, holding up British armor. Until German artillery observers at distant castle are evicted, the road will be too hazardous for use. It is the mission of these infantrymen to drive Germans first from intervening orchards, then from castle itself.



A concentration of machine guns lays down a heavy barrage covering U. S. infantrymen who are now advancing on a farmhouse just beyond the fruit trees at left. Behind the machine gunners, American mortars are lobbing shells over the orchard at the farmhouse where Germans are putting up stiff resistance. Behind the mortars, British-manned Sherman tanks are also

hammering at the unseen target. German artillery is replying and German machine guns are shearing green lemons from the trees round about. A few moments after this picture was taken, word came that the German snipers and machine gunners were retiring. The Americans advanced cautiously through the orchard and after a brief skirmish occupied the farmhouse itself.

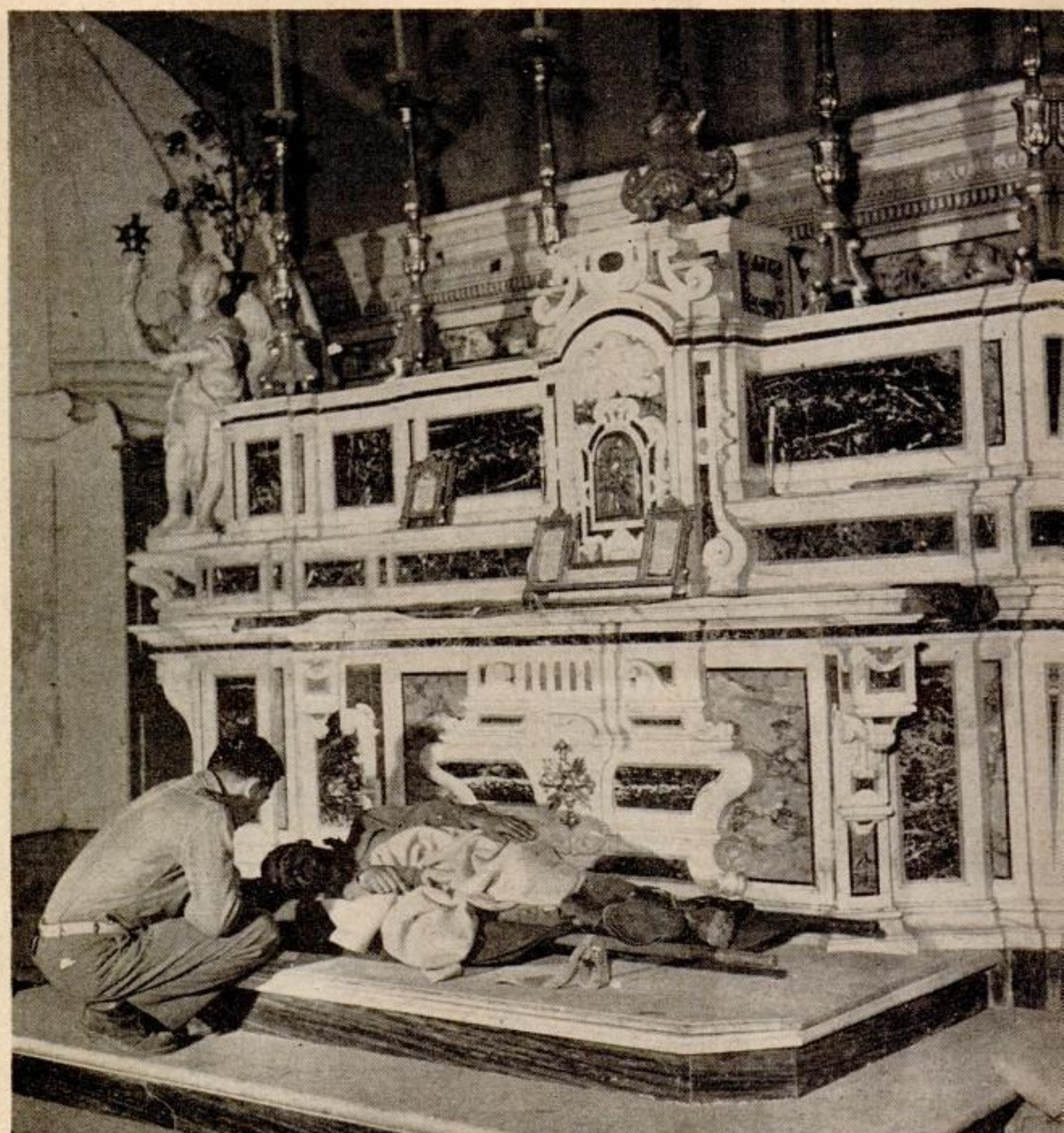


The Americans take their objective, erstwhile German strong point, in farmhouse on road to Naples. After perilously advancing through screening orchards (*above*) and tossing a few final grenades over wall, they enter farmyard and break into house, shooting bolts off doors and spraying rooms with bullets. But this house no longer hides the enemy. One Texas private, ex-

amining the damage inside, was heard by LIFE Correspondent Will Lang to mutter: "It's a shame to hafta do things like this to people's homes." Italian farmers assisted Americans during action, showing them best routes through orchards and vineyards and reporting enemy movements. Morning after farmhouse fell, castle was occupied and coast road opened to tanks.



The Fifth Army's hospital was a church in the rear of Chiunzi pass, chosen because it was the largest and cleanest building available. As stretcher-bearers approach, an Italian nurse waits in the war-built wooden doorway and some idle civilians come curiously up.



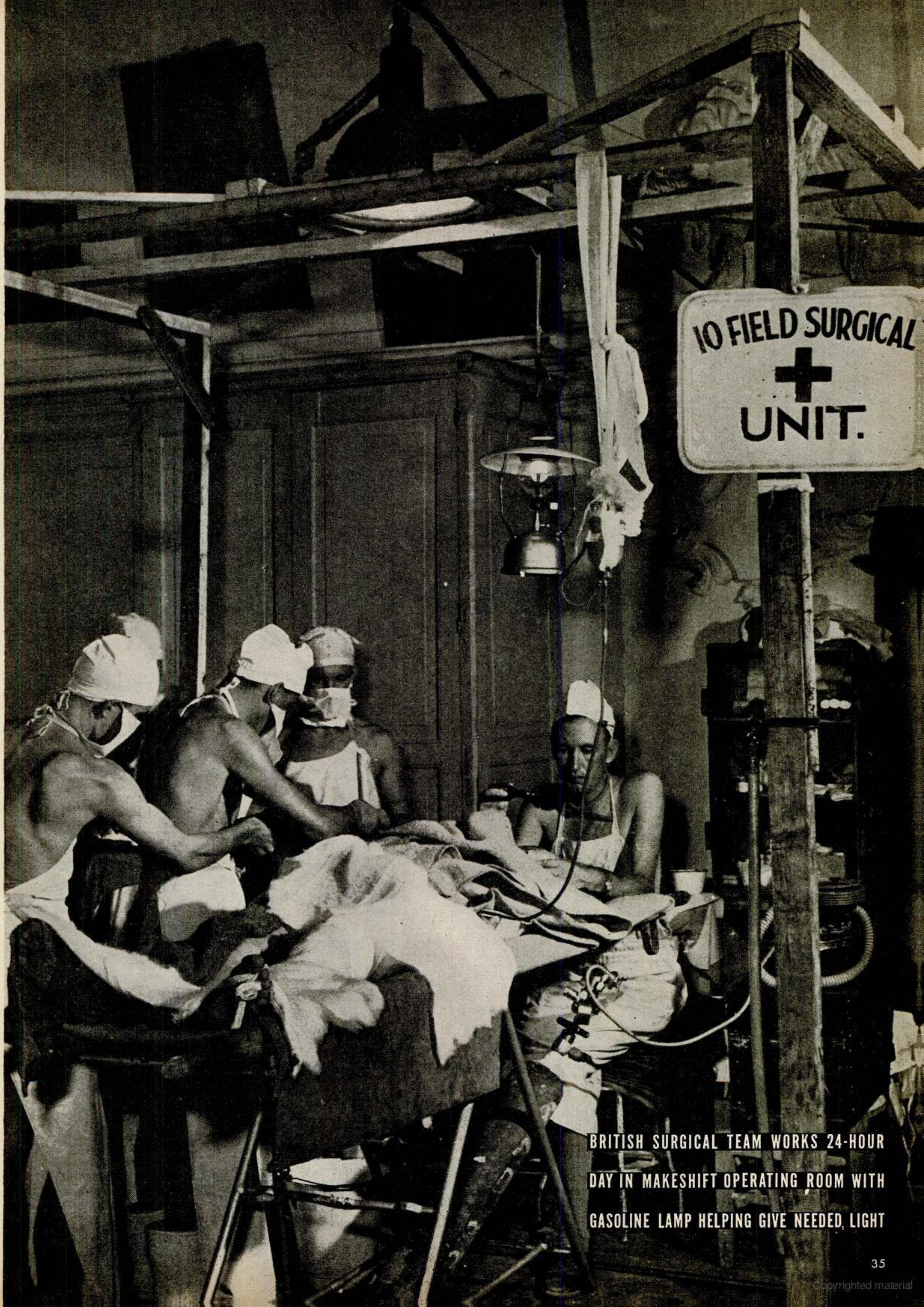
Before the altar of the makeshift hospital lies a wounded American, his arms limp and his face still dull with shock. This church was only a way station for wounded. After emergency treatment they were shipped down the mainland in landing craft, then ferried to big medical bases in North Africa.



An Italian nurse changes the dressing on a young American's head as he cheerfully sits up and smokes his cigaret. Italian nuns also waited willingly on the Allied wounded. Long rows of cots filled the church whose plain stone floor was soon stained with blood.



Blood plasma drips slowly into a soldier's veins as he lies on stretcher. On floor is blood-soaked dressing. American casualties from Salerno to Naples were 8,307: 5,428 wounded, 511 killed, 2,368 missing. Low proportion of killed to wounded is tribute to plasma and the efficient, courageous Medical Corps.



10 FIELD SURGICAL
+
UNIT.

BRITISH SURGICAL TEAM WORKS 24-HOUR
DAY IN MAKESHIFT OPERATING ROOM WITH
GASOLINE LAMP HELPING GIVE NEEDED LIGHT

RUSSIA'S FOREIGN POLICY

THE SOVIET LEADERS CHART TWO COURSES: ONE OF COLLABORATION, THE OTHER OF LONE ACTION

Some day soon the Foreign Ministers of Russia, Britain and the U. S. will sit down for the first important three-power conference of this war. This conference represents the first attempt to forge a policy of real collaboration between Russia and the Western Allies. If it fails, the prospects of such collaboration in the postwar world will be dim indeed. If it succeeds, it may set the pattern of a world structure to maintain the peace.

At the request of Russia's Foreign Commissar Molotov, the conference will be held in Moscow. Mr. Molotov made clear, with commendable frankness, that Russia's foreign policy is run by Stalin and that it would be best if he, Molotov, stayed where he could consult Stalin at every turn. Mr. Hull might have said the same thing of Franklin Roosevelt and Mr. Eden of Winston Churchill, but in Russia's case the point has a special importance. For Russia is the great question mark of this conference.

Russia's foreign policy was described by Winston Churchill in 1939 as "a mystery wrapped in a riddle inside an enigma." And so it is still regarded by many foreign observers. One reason is that the Soviets do not discuss their foreign policies until they are ready to put them into effect. Another is that their policy has a disconcerting habit of changing drastically overnight. This was what happened in 1939 when they suddenly dropped negotiations with the British and French to make a treaty with Germany.

A foreigner has only one way to get a line on Russian policy. That is to keep close watch of Russian actions and statements from day to day. When these are added up and placed against the historical background of Russian foreign policy in recent years, they may clear up some of the mystery.

Gestures toward Collaboration

In recent months there have been some signs that Russia does want to follow a policy of postwar collaboration with her Western Allies. The Comintern has been dissolved. The agitation for a second front, which the Soviets seemed to be using as a political weapon, has been toned down as a result of the Allied invasion of Italy. Since Admiral Standley's sound-off, the Russians have been much better about giving public credit in their press for U. S. Lend-Lease. Marshal Stalin even complied with a request by Secretary Morgenthau for a message urging Americans to buy war bonds.

The Soviets lately have evinced some sympathy with the Western ideals of freedom, especially freedom of religion. A new patriarch of the Russian Orthodox Church was recently enthroned with old-time ecclesiastical pomp. For the first time since Czar-

ist days priests dared to wear their robes on the streets of Moscow, a sight so strange that small children ran after them. The Russians doubtless have their own domestic reasons for permitting a revival of religion, but they are not unconscious of its favorable effect on public opinion in the Western countries. They proved this by inviting the Archbishop of York to attend the Moscow ceremonies.

Perhaps the most hopeful sign of Soviet collaboration is their willingness to take part in the Foreign Ministers' conference. For the Soviets are notoriously indisposed to waste their time on talk unless they hope to get some results from it.

Against Collaboration

On the other hand the Soviets have given just as much evidence to indicate that they are not anxious to collaborate with the U. S. and Britain. They maintain their wall of reserve toward their allies. They still refuse to let Americans or Britons see much of their Army or their industry. They guard their military secrets as if from the enemy. They refused us bases in the Caucasus from which the Rumanian oil fields could have been bombed with greater effect and far smaller losses. Wherever their fighting men come in contact with Allied fighting men, the Russians avoid any fraternization and appear to be acting under strict orders to keep their mouths shut.

Russia's press continues to take regular swipes at her Western Allies. While the older papers—*Pravda* and *Izvestia*—have been somewhat more friendly, a new journal has appeared which has a distinctly critical tone. This paper, called *War and the Working Class*, belittles the Allied Italian campaign. It condemns AMG for being too closely concerned with "security for Anglo-Saxon banking, industrial and trade circles." *War and the Working Class* is published by the Soviet Central Trades Union Council and has been defended as a Russian experiment in a free press. But it is a safe bet that it would not continue publication long unless the Kremlin were agreeable to having it take the line it does.

The lack of collaboration to date between Russia and the Anglo-American Allies has resulted in some sharp conflicts over European policy. The most critical involves Germany. At the Casablanca conference the U. S. and Britain stated a policy of Unconditional Surrender for all the Axis nations. But the Soviets have given their apparent blessing to a Free Germany Committee which calls upon the German people to overthrow the Nazis and set up a democratic government to treat with the Allies "on an equal footing." This is a long way from Unconditional Surrender.

Adding up the signs of Russian collabora-

tion and the signs of noncollaboration, no one could tell which way her policy is pointing. It seems to point in both directions at once. And that, perhaps, is close to the truth: Russia is preparing not one foreign policy but two. According to James B. Reston, London correspondent of the *New York Times*, this is the conclusion reached by British diplomatic observers.

Russia, these observers think, is prepared to make a deal for postwar collaboration with her Western Allies. She will require some pretty large concessions of territory in eastern Europe, "access" to the Mediterranean and the Persian Gulf, and assurance against any anti-Bolshevik *cordon sanitaire*. In return, Russia would be willing to set limits to her territorial expansion, to offer guarantees against spreading communism in Europe and to join with the Allies in guaranteeing peace.

But in case this deal is turned down, Russia is preparing an alternative foreign policy. Under this "isolationist" policy she would play a lone game in world affairs, assume control of eastern Europe and seek to promote a Soviet Germany. At every step of this policy Russia would come into conflict with Britain, and with the U. S. too, unless the U. S. washed its hands of Europe.

America's Choice of Policy

Once these alternatives are recognized, Russian foreign policy loses a lot of its mystery. In fact it has less mystery than American foreign policy. For whereas the Russians have laid the groundwork for two policies, the U. S. State Department does not appear to have even one. The Kremlin has plenty of reason for playing its cards close to the chest until it finds out what the U. S. wants to do about Europe.

Actually the U. S., like Russia, faces a choice of policy. It can collaborate with Russia to form with Britain and China a four-power world system to guarantee the peace. Or it can form a close two-way alliance with Britain to create an Oceanic System which, because it would exclude Russia, would probably look to the ever-suspicious Soviets like an anti-Russian system. Thus the alternative to collaboration must seem as unattractive to the Soviets as it does to us.


It is foolish to deny the conflict of interests between Russia on the one hand and America and Britain on the other. But it is equally foolish to overlook the one great common interest: the desire for a long period of peace in a stable world. The road to collaboration may be difficult. It will require concessions and compromises on both sides. But it serves the best interests of all three countries.

PICTURE OF THE WEEK

Someday a monument may rise in Arlington to memorialize the unknown soldier of World War II. Today a wooden cross marks the grave of one

nameless American in Cyrenaica's stony soil. Shot down a year ago, he was buried by the Germans in a civilian cemetery near Bengasi. Few weeks ago

Americans transferred their dead to a special plot, re-interred this unknown flier in a new grave with the honored insignia of his service at his head.



UNKNOWN AMERICAN
AIRMAN
DIED JULY 1942

GRAVE NEAR BENGASI



Foreign economic czar in streamlined set-up to manage U. S. foreign policy is Businessman Leo Crowley. But though he will work closely with the State Department, Crowley will answer only to the President.

Ambassador to the U. S. S. R. William Averell Harriman, onetime board chairman of the Union Pacific, has been on two missions to Moscow, is well known and well liked by the men who make Russian policy.



SHAKE-UP IN STATE

Appointment of Stettinius may mark beginning of new, realistic foreign policy for the U. S.

When handsome Edward Reilly Stettinius (*right*) becomes Acting Secretary of State in the absence of Secretary Hull, he will have scarcely warmed his seat as Undersecretary. And until he became Undersecretary last fortnight he had given only a small part of his attention to the political aspects of U. S. foreign relations—which, says the Department of State's handbook, is the Undersecretary's chief job. Yet a good many shrewd observers believed that, with the appointment of Stettinius, the U. S. moved a long step toward the formulation of a real foreign policy.

There was more than paradox behind this reasoning. For years the State Department had been split into factions. These factions did not merely cause confusion of policy. The U. S. had no real foreign policy; what the factions created was confusion-without-policy. When Mr. Stettinius' predecessor, Sumner Welles, began formulating policy on his own responsibility, he trod on the toes of Secretary Hull and soon lost his job. At the height of the public criticism of the Department caused by Welles's resignation, Mr. Hull apparently decided to have a policy—and to make it himself. So he found an Undersecretary who, he knew, would be amiable, hard-working, efficient and loyal to his chief; then he prepared to go off to Moscow to make some policy, leaving Stettinius in charge of the Department.

If an agreement is reached . . .

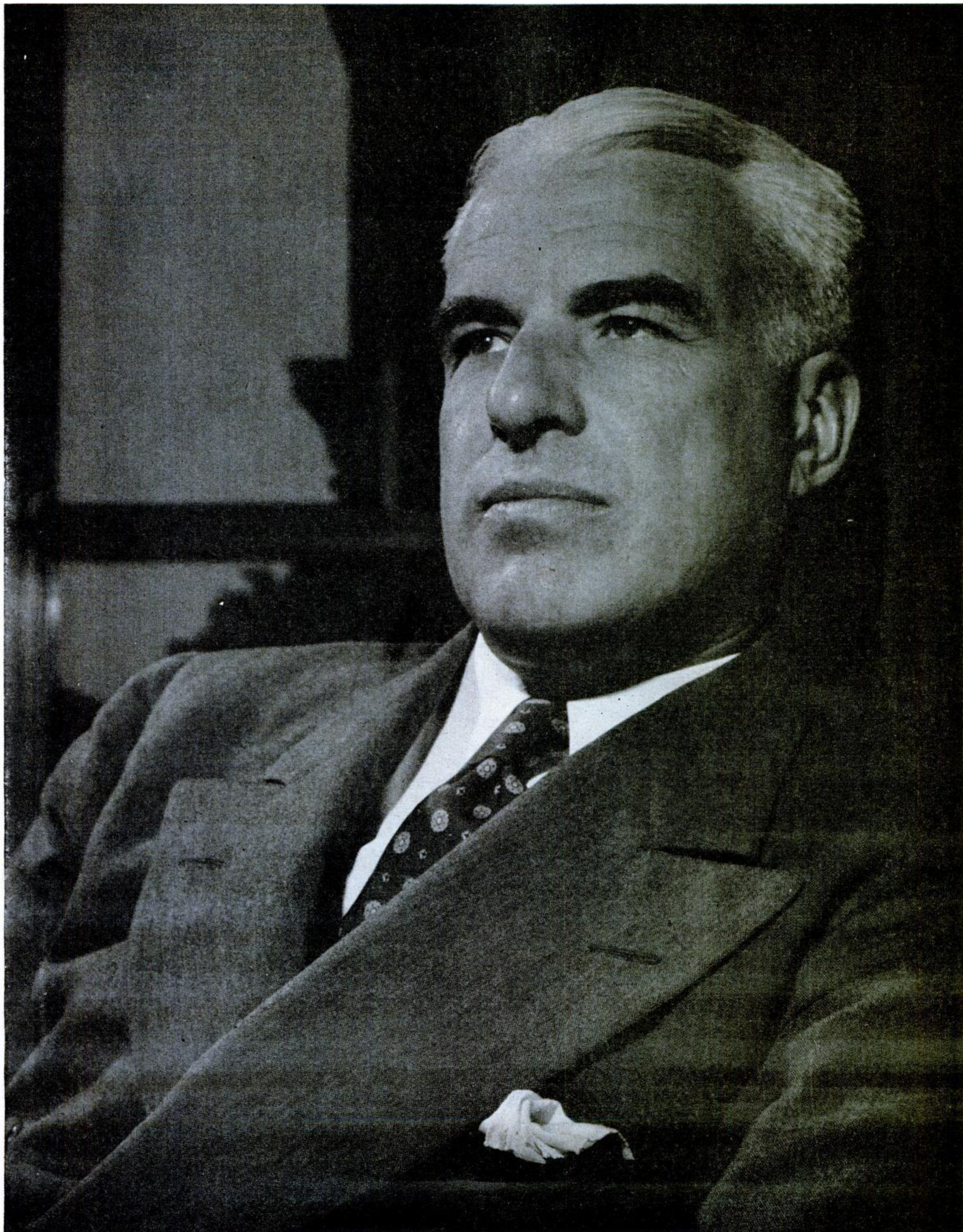
The basis of U. S. policy for years to come may be established by Mr. Hull in Moscow. If the U. S., Britain and Russia agree on a formula of postwar cooperation, the U. S. will have made commitments which it will be the business of Secretary Hull and his Undersecretary to carry out. They would be realistic, businesslike commitments, made on the basis of U. S. self-interest (which is the way Britain and Russia make their commitments), and a part of the job of Messrs. Hull and Stettinius would be to convince the U. S. Senate, U. S. business and the U. S. people that they are in the U. S. interest. On his record, the new Undersecretary is admirably equipped to do his part of the job.

Ed Stettinius went to work for General Motors because he thought he could do more good in business than by preaching the gospel from a pulpit. He did labor relations work for General Motors, got to be a vice president by 1931, left in 1934 to join U. S. Steel, of which he became board chairman in 1938. When, at 39, he resigned to join the Defense Advisory Commission, Stettinius had made a reputation as a good friend of labor and of the New Deal without losing his friendships in business.

Marshall and Hopkins are his good friends

During his years in Washington, as Priorities Director of OPM (WPB's predecessor) and then as Lend-Lease Administrator, he has managed to survive a good deal of hatchet work and still keep on making friends. Two of his good friends are General George Marshall (who has known him since he was a boy) and Harry Hopkins (who is supposed to have recommended him for his new job). Critics of Stettinius claim that his chief asset is his affability. It has kept him on good terms with Senate committees and with all the departments, agencies and commissions with which he has had to work in Lend-Lease. It has helped him to get things done with a minimum of friction. But the legend that Stettinius has always gotten along on charm seems to be dying out as he moves into more and more important jobs, always leaving a good record behind him. As Undersecretary of State he will need a great deal more than affability. He will need tact, patience, toughness under pressure and a measure of far-sighted wisdom. His friends say that Stettinius has all these.

Coming on the eve of the Moscow conference, the State Department shake-up was bound to be read in the light of U. S.-U. S. S. R. relations. As Lend-Lease Administrator, Stettinius has worked closely with the Russians, has sent them millions and millions of dollars worth of material, is known to believe in being friends with Russians as well as with other people. His technical subordinate but very good friend in Moscow will be U. S. Ambassador William Averell Harriman (*left, below*), another liberal businessman who, judging from the past, is the type of American the Russians like and best understand. Third key figure in the emerging U. S. foreign policy is Foreign Economic Administrator Leo Crowley (*left, above*), until a few years ago an obscure Wisconsin businessman, now boss of all foreign economic dealings, without which no foreign policy can move a step.



New Undersecretary of State Edward Reilly Stettinius is a Southerner, although few people know it. His mother and

his wife came from Richmond; he went to the University of Virginia and lives, when not in Washington, near Orange, Va.

This and his popularity on Capitol Hill will be assets if the State Department has to fight a treaty through the Senate.



IN THE EVENING BEFORE THE TAKE-OFF, SHIPS ARE LINED UP ON STEEL APRON WHILE PILOTS LOOK AT SKY, GUESSING THE WEATHER, AND MECHANICS WORK ON THE PLANES

PARAMUSHIRO

**U. S. bombers from Aleutians hit
big Jap base in 2,000-mile flight**

Missing in action after the raid on Paramushiro is this crew of a B-24. Here Major C. G. Wagner (left, in the quilted coat) is briefing his men just before the take-off from the base.

On Sept. 11, American B-24 Liberators and B-25 Mitchells took off from a western Aleutian base, probably Attu or Amchitka, for a bombing raid on the great Jap naval base at Paramushiro in the Kurile Islands. Some twelve hours later the planes returned, their crews announcing that numerous hits had been scored on ground installations, a transport "left in a sinking condition," one other transport and three cargo ships damaged and ten Jap fighter planes shot down. Ten U.S. planes were missing.

These are curt facts of the war's fourth U.S. raid

on Paramushiro. But they do not tell of the fog, sleet and snow encountered in flying the far northern Pacific, of the difficult navigation problems in such a 2,000-mile round-trip flight over the open sea, of the Zeros met over Jap territory and the courage and calmness needed to maintain bombing runs 400 feet off the water while fighting off these enemy planes. Nor the heartbreak of seeing a friendly bomber crash.

These pictures were taken by LIFE Photographer Dmitri Kessel. They show the bleakness of base from which planes took off and to which some returned.

A wounded crewman, Sgt. A. P. Hantsch of Danbury, Conn., an aerial photographer, is tenderly lowered through bomb hatch onto a stretcher immediately after plane rolls to a stop.



The American-born Duchess of Windsor presides in person at the United Services Canteen in the beautiful old Bahamian Club in Nassau. She takes an active part in making her service guests feel at home—cooks eggs and bacon, carries trays and hands out cigarettes.



**IN NASSAU
AT THE**

Duchess of Windsor's

**UNITED SERVICES CANTEEN WHERE OUR SOLDIERS
AND OUR ALLIES MEET**

Chesterfield
is the Smoker's Choice

Yes, and it's Chesterfield at canteens, ship stores, post exchanges and everywhere that smokers want a milder, better-tasting smoke.

The basic difference between Chesterfield and other cigarettes is in the tobaccos we use and the way they are blended in the *right combination* to give you what you want in a smoke. They really SATISFY.

Copyright 1943, LIGGETT & MYERS TOBACCO CO.



GOVERNMENT HOUSE
NASSAU

June 17, 1943

Liggett & Myers Tobacco Co.,
630 Fifth Avenue,
New York, N. Y.

Dear Sirs:

Answering your inquiry as to what cigarettes we have here at the Canteen, I can say that we carry all the leading American brands.

Our records show that day in and day out smokers show a preference for Chesterfield over all other brands by a margin of four to one.

Of course, most of the Service men who come to the Canteen are British and American, but there are representatives of all the other Allied Nations.

It never occurred to me to ask any of the men why they preferred Chesterfields, but it's quite evident that Chesterfields are what 80% of them want.

Sincerely,

Wallis Windsor



When the frost is on the ~~pumpkin~~ ^{shaker}

WE HASTEN to assure you that there is no witchcraft involved in the scene suggested here.

There is, however, a degree of magic... resulting from the combination of glorious Four Roses Whiskey with certain other ingredients, and the vigorous shaking thereof.

This magic produces the finest and most flavorful Whiskey Sour that ever you poured from a frosty shaker. In short, you achieve a truly matchless drink for a

cool, crisp autumn evening.

You may want to try your hand—this very evening, for example. Here's all you have to do: (*But be sure to use that finest of whiskies, Four Roses.*)

Put one part lemon juice and three parts Four Roses into a cocktail shaker. Add sugar to taste.

Shake well with cracked ice, strain into glasses and then, if you wish, decorate each drink with a cherry and slice of orange.

FOUR ROSES

Four Roses is a blend of straight whiskies—90 proof. Frankfort Distilleries, Inc., Louisville and Baltimore



An Explanation to Our Friends



IF YOUR BAR or package store is sometimes out of Four Roses, please be patient. We are trying to apportion our prewar stocks to assure you a continuing supply until the war is won. Meanwhile, our distilleries are devoted 100% to the production of alcohol for explosives, rubber, and other vital war products.

Our prices have not been increased—except for government taxes.

BULLITT RUNS FOR MAYOR

Traveling Philadelphian campaigns
for good government in home town



WILLIAM C. BULLITT

Smooth patrician William Christian Bullitt, whose family tree casually mentions the names of George Washington, Patrick Henry and Pocahontas, has lived his political life away from his native and ancestral Philadelphia. Most of it has been spent as Ambassador to the Soviet Union and to France. But by

accepting the Democratic nomination this past summer for Philadelphia's mayoralty race, Bullitt came home politically.

Basing his campaign on civic improvement, Bullitt has cited to Philadelphia's apathetic electorate its: 1) bad tap water, 2) foul, sewage-laden rivers, 3) miles of half-finished subways, 4) 1% municipal wage tax, 5) poor housing, 6) wasteful city government, 7) lack of playgrounds for schoolchildren, 8) dirty streets. All this he hopes to change if elected. His Republican opponent in the crusade: Acting Mayor Bernard Samuel.

Acting Mayor Samuel, president of the City Council until the death of Mayor Robert E. Lambertson, has little more to offer than a dilute facsimile of the Democratic platform. But in Philadelphia, inured to the rich smell of a municipal dynasty which has grown gray in office, it may still be enough to win.

Though G.O.P. National Chairman Harrison Spangler holds the contest to have national significance, few elections could have less relevance to the main current of U.S. politics. Republican since 1884, Philadelphia will surprise no one if it remains so in 1943. And since Bill Bullitt seems to have been out of high New Deal circles since he left France in 1940, it would be only a dubious victory for New Deal if he won.



Bullitt and his daughter Anne pass statue of their distinguished forebear, John Christian Bullitt, in front of Phila-

delphia's massive old city hall. John Christian Bullitt never held civic office but drafted Philadelphia's City Charter.



Bullitt and social worker inspect the ruin of house which collapsed. Bad housing is one of his big campaign points.



Bullitt watches children playing in a vacant lot. He says he would like to see more municipal playgrounds for them.



Bullitt inspects a slum. "We just ought to put a bulldozer through this section of town and rebuild entirely," he says.

TRUE or FALSE?



1 Indians' beards grow quickly?

FALSE. American Indians are among the least hairy races.



2 Lanolin is an artificial flavoring.

FALSE. Lanolin is like the skin's natural oil. Doctors prescribe it to soothe and soften skin. Lanolin is blended with Williams Shaving Cream to help you get close shaves without irritation.

3 If your whiskers were combined into one whisker, it would be over ½ inch thick?

TRUE. No wonder you need a rich, heavy lather like Williams for shaving. Williams Shaving Cream's "super-saturated" lather soaks whiskers completely soft.

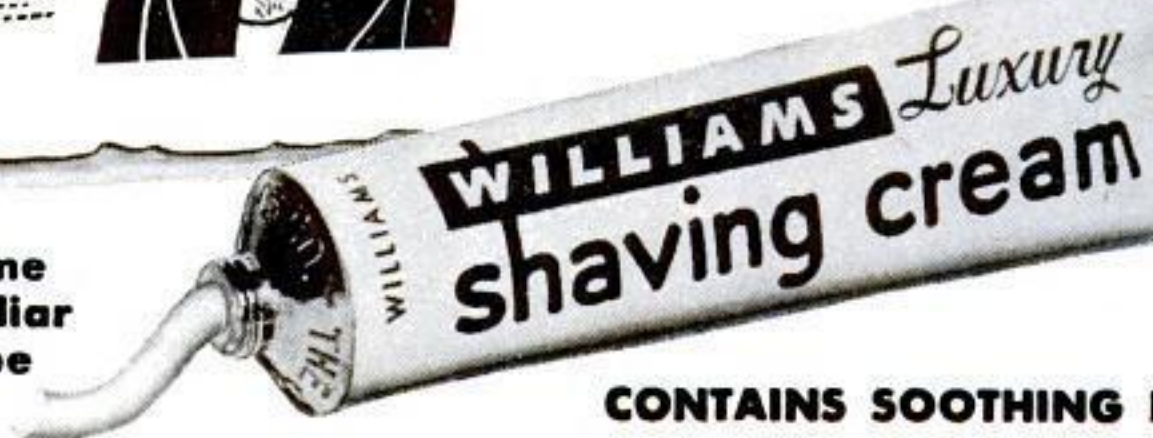


4 Sailors' skins are especially tough?

FALSE. Sun and wind often make their faces extra-sensitive. Capt. T. E. Brown says: "My face used to feel sore after a close shave. But I can shave as closely as I like with Williams containing Lanolin. It soothes my skin."



Same familiar tube



CONTAINS SOOTHING LANOLIN

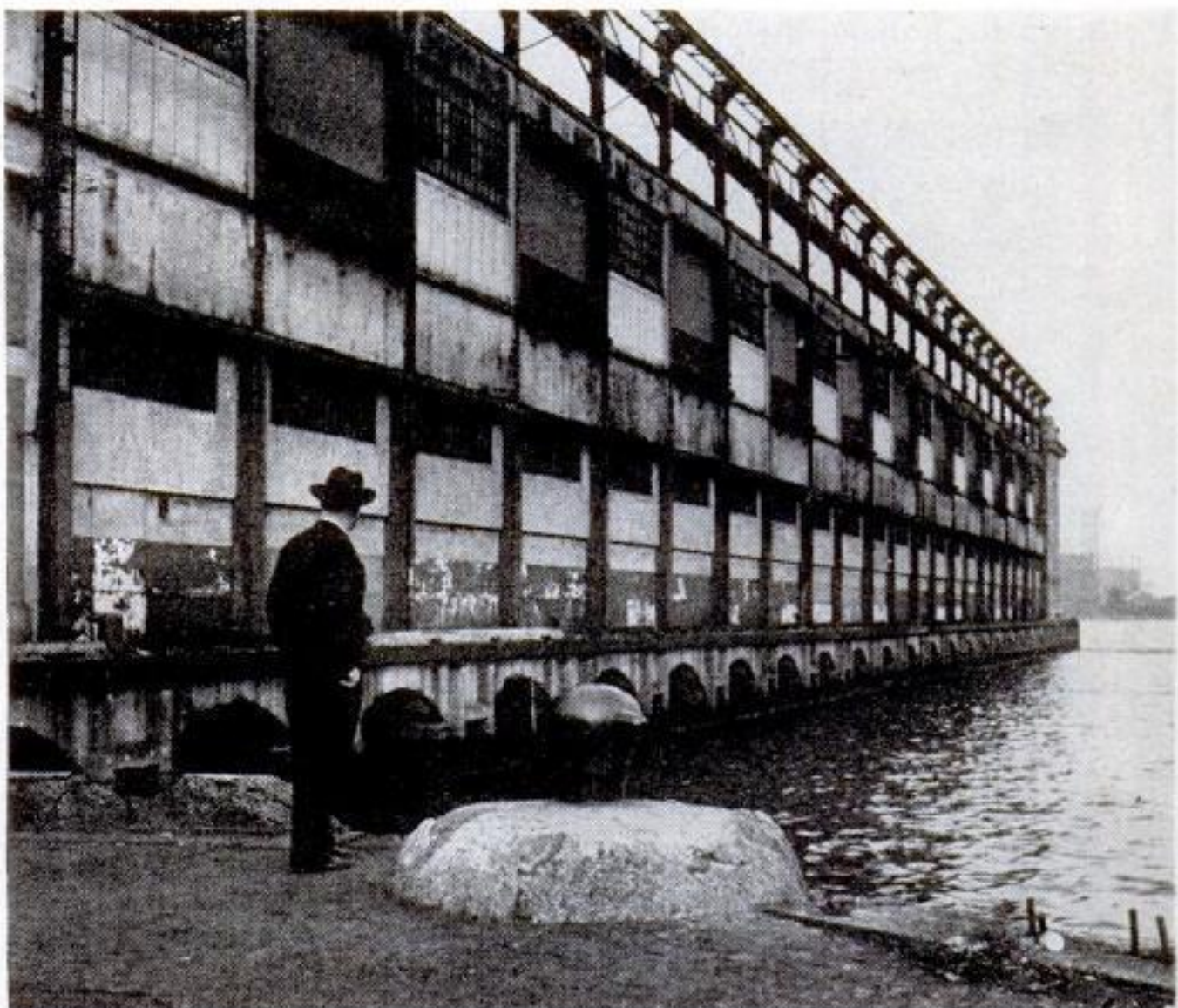
Bullitt for Mayor (continued)



Bullitt charges that Philadelphia's streets are dirty and littered because incumbents in the Bureau of Street Cleaning have let them become that way through neglect.



Bullitt points out sewage draining into the Delaware River. Foul sewage-filled rivers are responsible for unpleasant smell in downtown section of Philadelphia, he says.



Bullitt surveys desolate piers and empty slips in Delaware River. Democrats claim that polluted waters have corroded ship bottoms, driven away city's shipping trade.

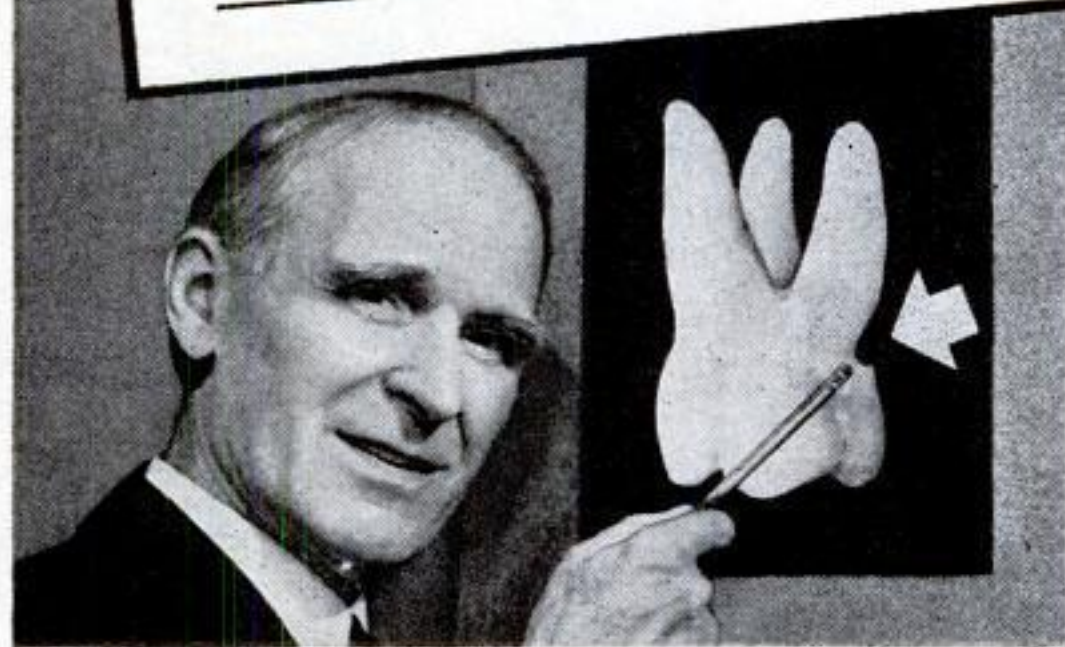
CONTINUED ON PAGE 46

8 in 10 Risked Getting Cavities Like These—Science Finds

See that cavity in the tooth below? It's NOT decay . . . or erosion! That cavity was caused by daily *scouring*.

Dental clinic studies have shown that over half of all adults examined had these cavities . . . and more than 8 in 10 risked getting them . . . cavities ground into the softer tooth structure exposed by receding gums.

BUT—extensive laboratory tests show this: TEETH CLEANED WITH TEEL ARE PROTECTED FROM SUCH CAVITIES—BECAUSE TEEL CONTAINS NO SCOURING ABRASIVES. MOREOVER, TEEL IS THE ONLY LEADING DENTIFRICE THAT GIVES YOU THIS PROTECTION.



2. YOUR DENTIFRICE MAY SEEM SAFE—but why take chances? Why risk beauty? 8 in 10 you may be inviting cavities—ugly cavities that may need filling!



3. NO RISK—WITH TEEL! Its cleaning action is different from all other leading dentifrices. You actually *feel* and *taste* the difference. TEEL liquid dentifrice cleans without abrasives and so, protects your teeth.



HERE'S ALL YOU DO

1. Brush your teeth every day—thoroughly with TEEL. A few drops on dry or moistened brush. Feel it clean!
2. Once a week brush teeth with plain baking soda on brush moistened with TEEL. Brush at least an extra minute.

THIS CLEANS AND BRIGHTENS TEETH—SAFELY



ISN'T THIS BEAUTY PROTECTION WORTH *1 EXTRA MINUTE A WEEK!*

Teel Avoids These Cavities as No Other Leading Dentifrice Can



4. YOUR TEETH LOOK THEIR LOVELIEST—your mouth feels fresher—cleaned the new TEEL Way. It's so easy, too! Simply brush your teeth daily with TEEL and one extra minute a week brush with TEEL and plain baking soda. Really brightens your teeth fast! Ask for TEEL today . . . and follow the simple instructions on the package.

Teel protects teeth—*Beautifully!*

There's beauty in every drop!

Your blue stamps are intended to give you your full share of Hawaiian pineapple products after the Armed Forces have been taken care of. Don't hesitate to ask your grocer for Dole Sliced, Dole Crushed, and Dole Pineapple Juice. Should he be out of a particular variety today, try again tomorrow. The incomparable flavor and nutritious goodness of Dole Pineapple Products make them well worth waiting for.

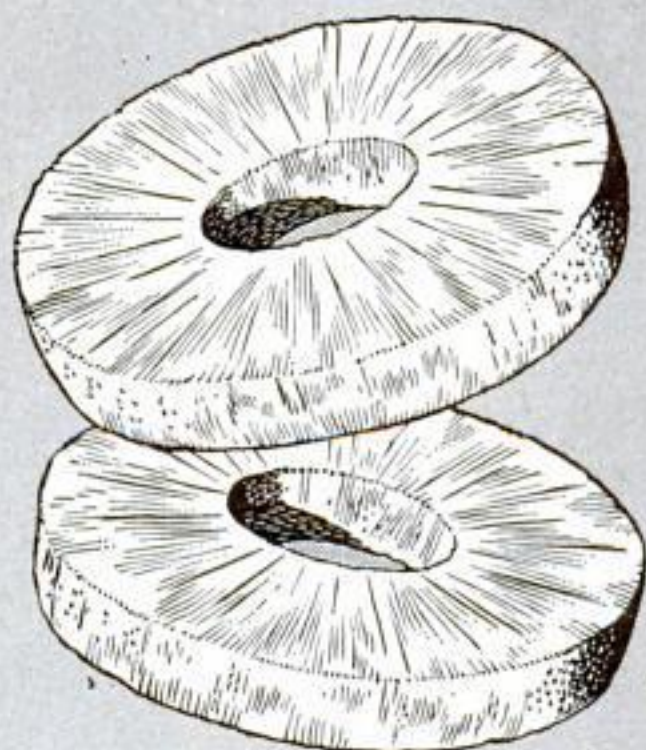


Here's a big
juicy **DOLE**
Hawaiian
pineapple

..and here's
one of the
ways it comes
to you



BUY ANOTHER WAR BOND



Just use these
slices in a
salad with this
"Low-point"
French Dressing

LOW-POINT FRENCH DRESSING

1/4 cup sugar
4 tps. corn starch
1 tsp. salt
1 tsp. Paprika
1/2 tsp. dry mustard

Dash of Cayenne
1/2 cup syrup, drained from
Dole Pineapple Slices
1/4 cup vinegar
1/2 cup salad oil

Mix dry ingredients in top of double boiler, stir in liquid ingredients, and cook over boiling water, beating slowly with rotary egg beater until thickened and clear. Chill, then beat again. Makes a little over one cup dressing. Delicious on fruits, cottage cheese, or greens. Keeps well.

Bullitt for Mayor (continued)

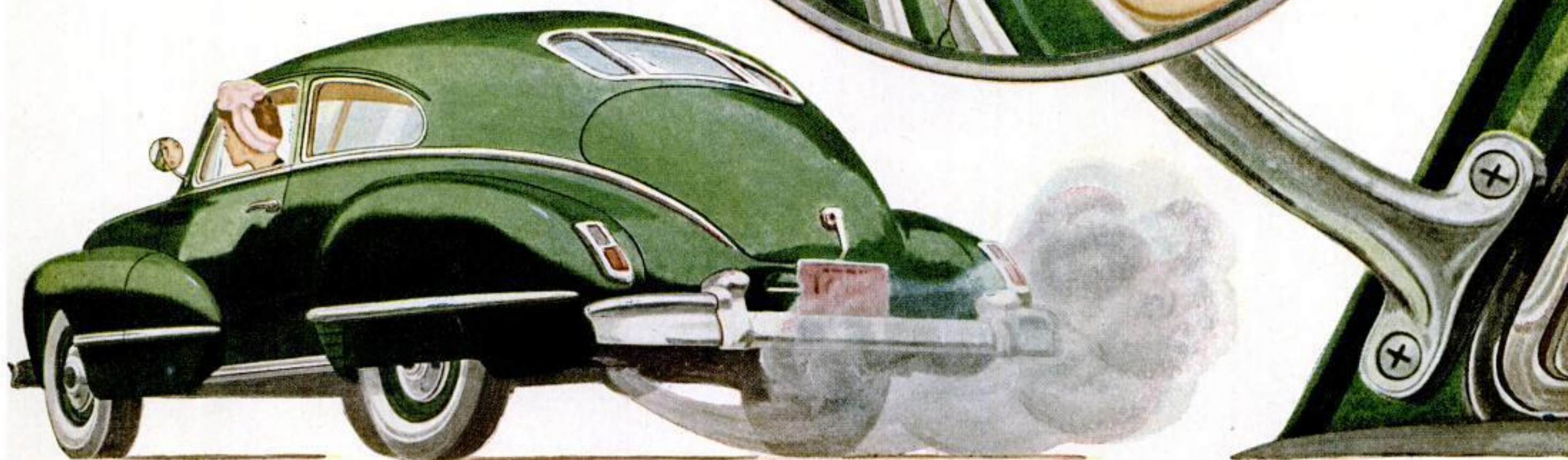


Bullitt tours backward district in North Philadelphia. In 1939, 90,063 of Philadelphia's houses (about 18%) were found to be beneath the standard of barest comfort.



Incumbent Acting Mayor Bernard Samuel will be Bullitt's opponent in the November election. He is the latest of 59-year line of Republican mayors in Philadelphia.

*You're looking
at trouble...*



Smoke means trouble and wasted gas



WHEN you see a smoking exhaust, it's a pretty certain sign of wasted gasoline — a luxury *no one* can afford today. Seat of most of the trouble is excessive engine wear. Proper lubrication might have prevented it.

Protect the engine in *your* car — and conserve the gasoline in *your* tank — with Insulated Havoline. It is fortified against the ravages of high and low temperatures alike. And it is a *distilled* oil, free of carbon-forming

impurities that are fatal to engine efficiency and power.

Don't wait until you get the bad news in your rear-view mirror! Switch to Insulated Havoline Motor Oil today!

The Texas Company feels that one important part of its war-job is to KEEP YOUR CAR ON THE JOB. You're welcome to drive in to any Texaco Dealer's for a check-up of tires, battery, chassis and motor lubrication system.

You're Welcome at **TEXACO DEALERS**

TUNE IN the TEXACO STAR THEATRE every Sunday night. See your local newspaper for time and station.



BUY WAR BONDS AND STAMPS

"The earth and I are friends now"

Last year I never thought of the earth except as something to walk on. But in the spring I turned up sod and planted seed. Summer — grubbing for weeds and watching things grow — I got friendly with the land.

Well, it's autumn now. The crop wasn't big — but fair enough. . . . And something *good* has happened to our family! We've weeded and watered and hoped *together*. And said our table blessing over our own harvest.

It seems to me that my family has come back to some important things. Come back to one another — and to our good soil. Come back to being neighbors with the family whose garden row begins where ours leaves off.

We're all closer now. Closer to the men whose prayers — so much more than ours —

are tied to earth and sun and the early frost. We know now what's in a farmer's mind when his fields are sick with blight. We know how he feels when his eyes look up for rain.

Yes, now we *know* something about this earth. Respect it. And respect the people who tend it. And we know that the fruits of the earth which we used to take for granted — bread and milk and green things — are hard-earned and hard-won.

This is our land. As it was so many years back — when the harvest of the land alone sustained our people.

Our land . . . our harvest.

In appreciation of the big job being done by our partners, the professional farmers of

America . . . and by the new millions of amateur farmers, this message is presented.

Dedicated to the wider use and better understanding of dairy products as human food . . . as a base for the development of new products and materials . . . as a source of health and enduring progress on the farms and in the towns and cities of America.



**NATIONAL DAIRY
PRODUCTS CORPORATION**
AND AFFILIATED COMPANIES



THESE ARE CLOTHES FOR REHABILITATED CHILDREN. SNOW-SUIT AND COAT STYLES ARE SAME FOR BOY OR GIRL. CAP AND MITTENS ARE SAME STYLE FOR ALL AGES UP TO 38

EUROPE'S CLOTHES

The U. S. will dress liberated peoples in outfits that will make them look like Americans

U. S. factories are just getting busy turning out clothing for 10,000,000 people of liberated Europe. The clothes, which will cost \$54,000,000 and will be distributed by the United Nations Relief and Rehabilitation Committee, are to be sold, bartered or given away in cases of dire need. Designed in American styles, as these photographs show, the dresses and pants and coats will clothe Europe in America's image. This will be all right for the hard-pressed Europeans but it may disappoint some of the post-war American tourists who, instead of finding quaint garb on the *rue's* and *Strasse's* and *via's* of the conti-

ment, will find everybody looking just like Main Street.

Half of the clothing has been designed for cold climates, half for warm. Rigidly standardized, the clothes are ingeniously designed to allow for national difference in shape and size. The same style dress will suit both Italy, where women's hips and bosoms are fuller, and Norway, where women's legs are longer and shoulders broader. In addition to the made-up clothes, the rehabilitation administration will send large amounts of piece goods over and let the people make up their own outfits. Models of economy, the clothes use no zippers, hooks, snaps or metal fasteners.

DOGS CHOOSE FOOD by "SNIFF" KEN-L-BISKIT



DOUBLE YOUR MONEY BACK
UNLESS YOUR DOG EATS HIS
KEN-L-BISKIT INSTANTLY and Begs for More!



A Dish Without Sniff
Appeal Leaves Fido
"Cold!"
If your dog refuses
his "new" food it
probably hasn't
"Sniff Appeal."



The "Sniff's" "the Thing"
It's sniff and sniff
alone that invites
dogs to eat!

**SO SWITCH TO
KEN-L-BISKIT**



Easy As Making Tea!
When making tea or
coffee at mealtime,
boil a little extra wa-
ter for Ken-L-Biskit.
Pour 1/4 package of
Ken-L-Biskit in dog's
dish—then add 1/2 pint
of boiling water. Let
cool—then serve!



It's Got Real *Meat
Sniff Appeal!
Boiling water
brings out real
*meat aroma dogs
love. One sniff and
your dog eats his
Ken-L-Biskit IN-
STANTLY—or
Double Your
Money Back!

**LET THIS NO-RISK OFFER SOLVE YOUR
DOG FEEDING PROBLEMS FOR GOOD!**

*This sensational offer wouldn't dare be made if we didn't have facts! Yes! Ken-L-Biskit has been used for years! Over 100,000,000 pounds fed in leading kennels from coast to coast. Proof that dogs love it! And naturally—because Ken-L-Biskit has pure, wholesome, nutritious U. S. Govt. Inspected horse meat baked in! Also contains all vitamins proved essential to dog health—vitamins A, B1, B2 (G), B6 and D.

Get famous Ken-L-Biskit with real *meat sniff appeal today without risking one penny! Double Your Money Back if your dog doesn't eat it INSTANTLY when served the boiling water way! Send carton with unused portion to: The Quaker Oats Company, Rockford, Ill.



KEN-L-BISKIT

MADE BY THE MAKERS OF KEN-L-RATION



No hem is allowed on this cotton dress. Skirt is simply stitched around bottom.



No button openings or zippers are on this dress which has belt of same material.



No pockets are put on most of models. One-piece dress has buttons in the back.



No full lining has been put in this coat which is only half-lined. It is half wool.



No fitting is needed here. Dress is loosely designed to suit a variety of shapes.



Not much of anything goes on this—no buttons, fasteners, cuffs. But it's pretty.

CONTINUED ON PAGE 92



Frozen feet can't fight

It's cold on the Arctic convoy routes—so cold that if a man loses his footing and drops overboard, he can freeze to death in minutes.


The Navy asked us for Sea Boots. "Warm"—roomy enough to be worn over three pairs of wool socks. "Skid-proof"—with our Sperry Top-Sider sole that grips slick surfaces like a tire tread. "Clinging heels"— $\frac{5}{8}$ inches thick with cleats for conning tower ladders.

When you think of the Gaytees you would like to buy, think of Sea Boots—keeping the feet of your fighting men warm, dry, and secure on duty guarding the tools of Victory—the Victory that will bring Gaytees back to you again!


Today, "U.S." Conservation Quality Rubber Footwear is available in your store for essential health needs. It is made of reclaimed and synthetic rubber. Buy only what you need and conserve it carefully.

Sea Boots are just one of our contributions to the war effort. We plan for the future—a glimpse of the footwear of tomorrow is at the right. One day you may wear Gaytees you can see through.

Gaytees



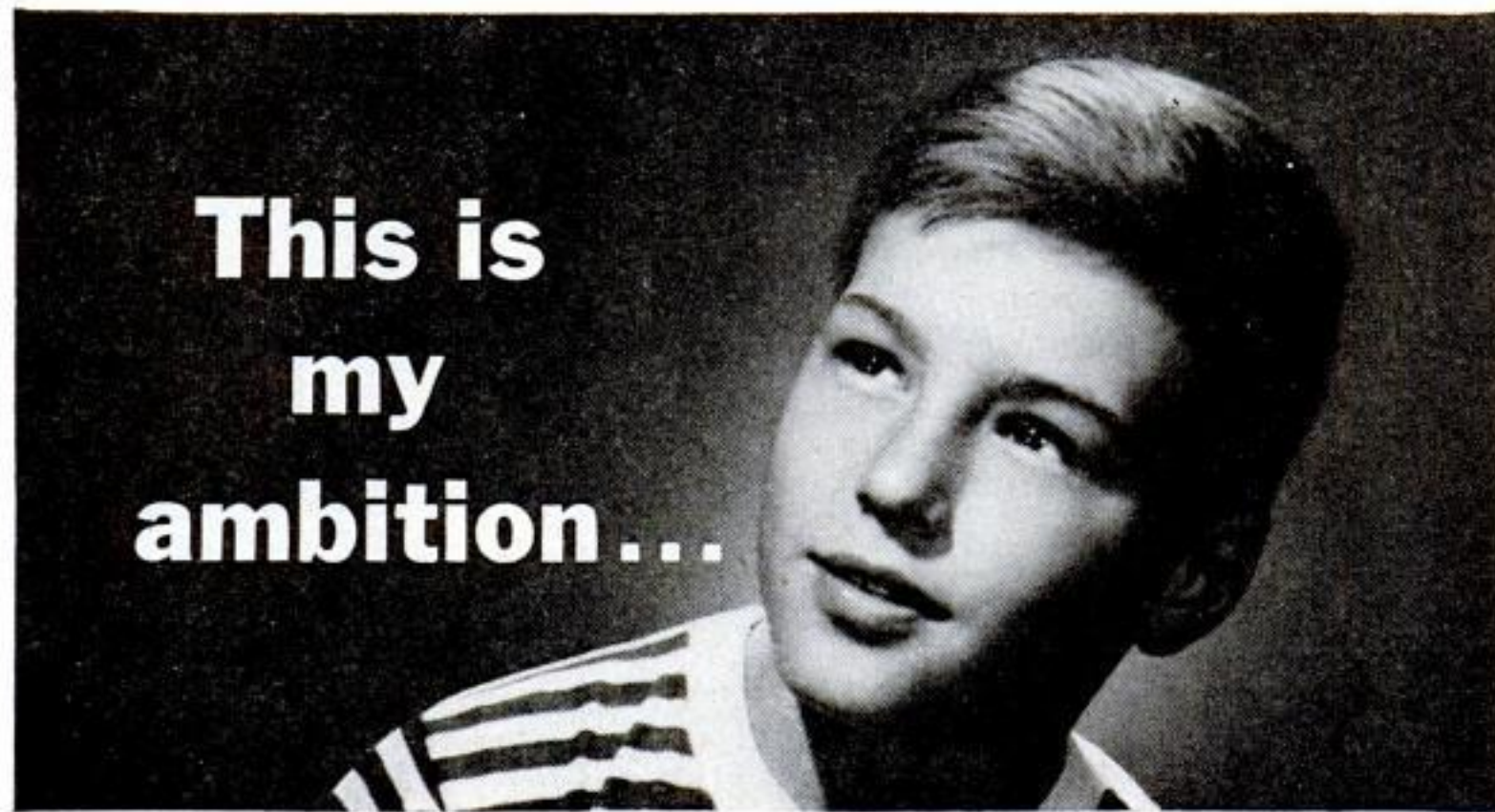
*Reg. U. S. Pat. Off.



UNITED STATES RUBBER COMPANY

Makers of Keds* Kedettes* Gaytees* 1230 Sixth Ave. • Rockefeller Center • New York 20, N. Y.

Listen to the Philharmonic Symphony program over the CBS network, Sunday afternoon 3:00 to 4:30 E. W. T. Carl Van Doren and a guest star present an interlude of historical significance.



I want to be key man on the team!



So I'm eating the right foods now!



We are what we eat! That's why you should eat the vital energy foods, especially Nabisco Shredded Wheat. This crisp, toasted biscuit made of 100% whole wheat brings you the health-building minerals iron and phosphorus. It is also a good source of Vitamin B₁ as Nature provides it. And that toasted nut-like taste is easy to take—anytime!

Be sure to get Nabisco Shredded Wheat—the Original. The picture of Niagara Falls is on the side of every package!



BAKED BY NABISCO ... NATIONAL BISCUIT COMPANY



No dresses are made for teen-age girls who get only sweaters, blouses and skirts. This half-wool, half-rayon sweater is designed in simple, American college-girl style.



No frills are put on kids' clothes. Dress has neither pockets nor hem. Sweater has little neck ribbing. Pants are unlined. The wide hatband is pulled down for warmth.



Hardly any leather goes into shoes which have canvas uppers, composition soles, leather on tip and heel. Shoes are brown except ladies' which also come in black.



Good earth...

5 fresh looks at Niblets WHOLE KERNEL BRAND Corn

*Packed at the
fleeting moment of perfect flavor*



Good plant...



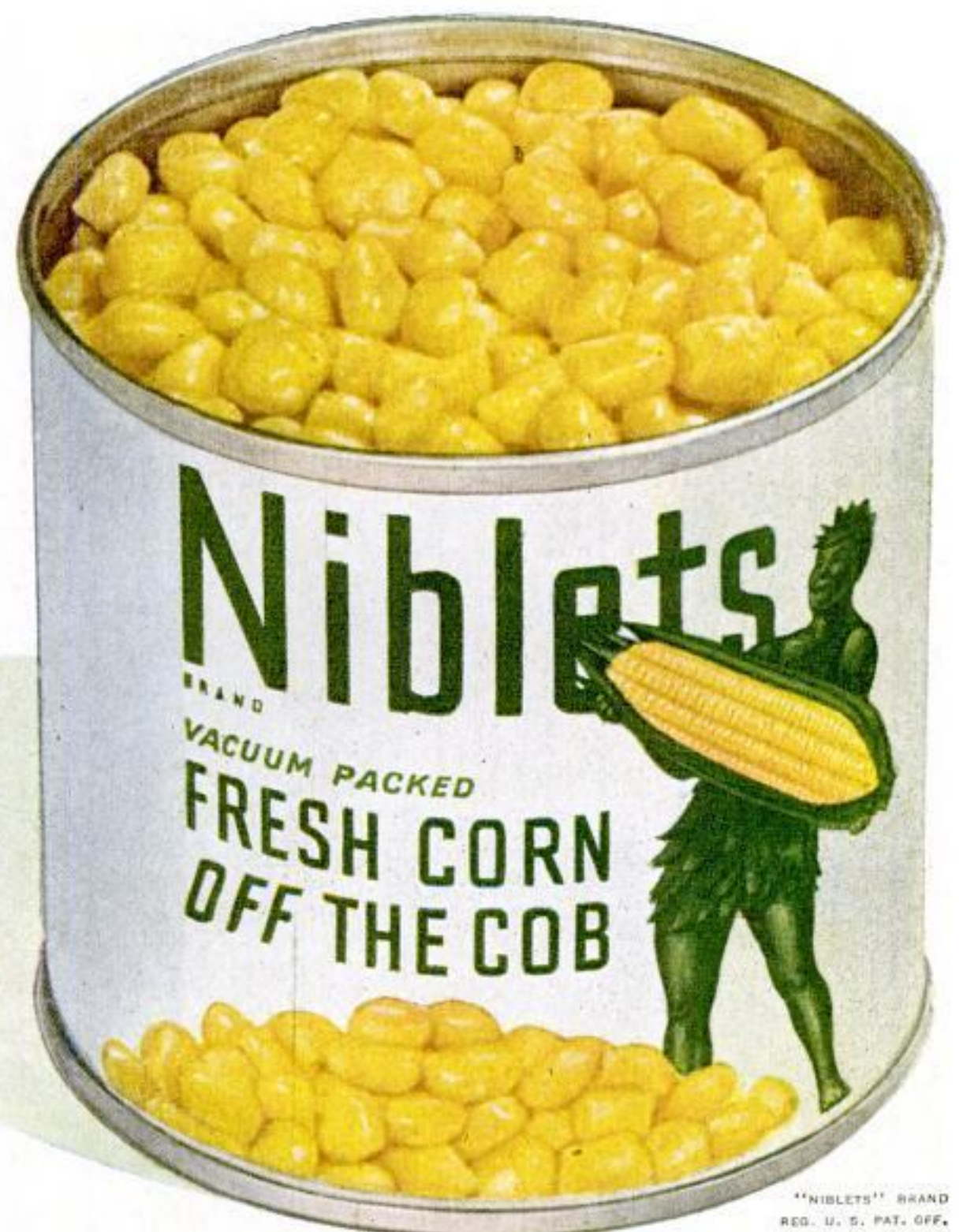
Good ear...



Good fun...



GOOD ADVICE—There's a lot of the real meaning of the Star-Spangled Banner in sharing our good American food by living up to the spirit as well as the letter of rationing, through putting the right nutrition on the platter (even under wartime difficulties)—then licking that platter clean.—*The Green Giant*



"NIBLETS" BRAND
REG. U. S. PAT. OFF.

Packed only by Minnesota Valley Canning Company, headquarters, Le Sueur, Minnesota, and Fine Foods of Canada, Ltd., Tecumseh, Ontario.

China



saved a century

...when Pan American Clippers
brought China modern air-transport
services ten years ago

AS IT USED TO BE in the United States before 1830, China's main arteries of travel, up until 1933, were her rivers. The *Yangtze Kiang* was her Mississippi and the *Grand Canal* her Erie Canal.

But China skipped the railway age which we had in North America. When Pan American World Airways, in 1933 joined the Chinese Government in ownership and operation of the then 4-year old China National Aviation Corporation, that country had only 6,000 miles of railway routes.

Very shortly after that, starting with 3,000 miles of air routes, the total of China's *air route mileage* came to surpass the total of China's *railroad mileage*. Days of slow, upstream river travel were cut to *hours*. Mountain barriers vanished. A 14-day journey by sedan chair from Chungking to Chengtu was turned into an easy, 2-hour flight.

China had saved a century!

* * *

Since then, with the Burma road closed by the Japanese, planes flown by American and by Pan American-trained Chinese pilots of the *China National Aviation Corporation* have been China's only link between Chungking and the outside world.

Modern air transport may yet turn out to

have saved China something more precious than a century . . . It may turn out, with the help of more fighting planes, that air transport will have been a great factor in saving Chinese civilization itself.

* * *

For the record: Pan American inaugurated its trans-Pacific Clipper service to the Philippines in 1935—but two years after effecting its association with China National Aviation Corporation.

This historic victory over the vast spaces of the world's largest ocean *preceded* by four years Pan American's conquest of the Atlantic. Scheduled flight over the route from San Francisco, to Midway, to Wake, to Guam, to Manila represents the establishment of the first over-ocean air transport service in the world's history.

In 1937, as illustrated to the left, this service was extended to Hong Kong, China. A new chapter in U. S.-China trade and cultural relations had begun!

Interrupted by the outrage of Pearl Harbor, this service forecast a brilliant post-war future for air travel between the two great republics. Victory for the United Nations means that this forecast will become reality, with Chungking only 20 hours by air from the U.S. West Coast.



8,616 People safe out of Burma by air

Together with the U.S. Army Air Forces and the R.A.F., *China National Aviation Corporation* evacuated 8,616 soldiers, civilians, women and children out of Burma by air in 1942.

Much of the flying (to avoid Jap Zeros) had to be done at night. Overloaded planes had to climb above the 8,000-foot mountains which lie between Burma and India. Ice formation on aircraft was a regular occurrence . . . But C.N.A.C. pilots, trained by Pan American, got their unarmed planes through!

*

Of C.N.A.C. an American major said at that time (quoted from an AP dispatch), "*This is the best damned airline in the world. They fly only at night and in stinko weather.*"

Daily and Sundays, over a choice of routes, Pan American Clippers have long been "rolling down to Rio" . . . *Tomorrow's* Clippers, far larger, faster and finer, will bring this lovely Brazilian capital within 10½ hours of the United States for business or pleasure.



The Routes of the Flying Clipper Ships

THE PAN AMERICAN SYSTEM AS OF DEC. 7TH, 1941



PAN AMERICAN WORLD AIRWAYS

Wings of Democracy

Lovers of Cheese! Attention, Please!



LADIES, LISTEN! A food shortage is no excuse for dull meals—*not while Borden's Cheeses are around!*

Of course, Borden's Cheeses are rationed! The Government wants everyone to get a fair share of these fine, nourishing foods.

Just be sure *your* family gets its

share of cheese . . . in sandwiches, soufflés, rarebits, sauces, appetizers—and for dessert! The folks'll get a lot more fun—and *nourishment* out of their meals!

Look over the show of Borden's Cheeses at your food store *today!* Zip up tonight's meal with a Borden's Cheese at *low point cost!*



Cheese 'em at lunch! . . . with BORDEN'S WEJ-CUT CREAM CHEESE! It's new! It's smoother than smooth! It's the creamiest cream cheese ever! So rich in butterfat you need no butter on the bread!

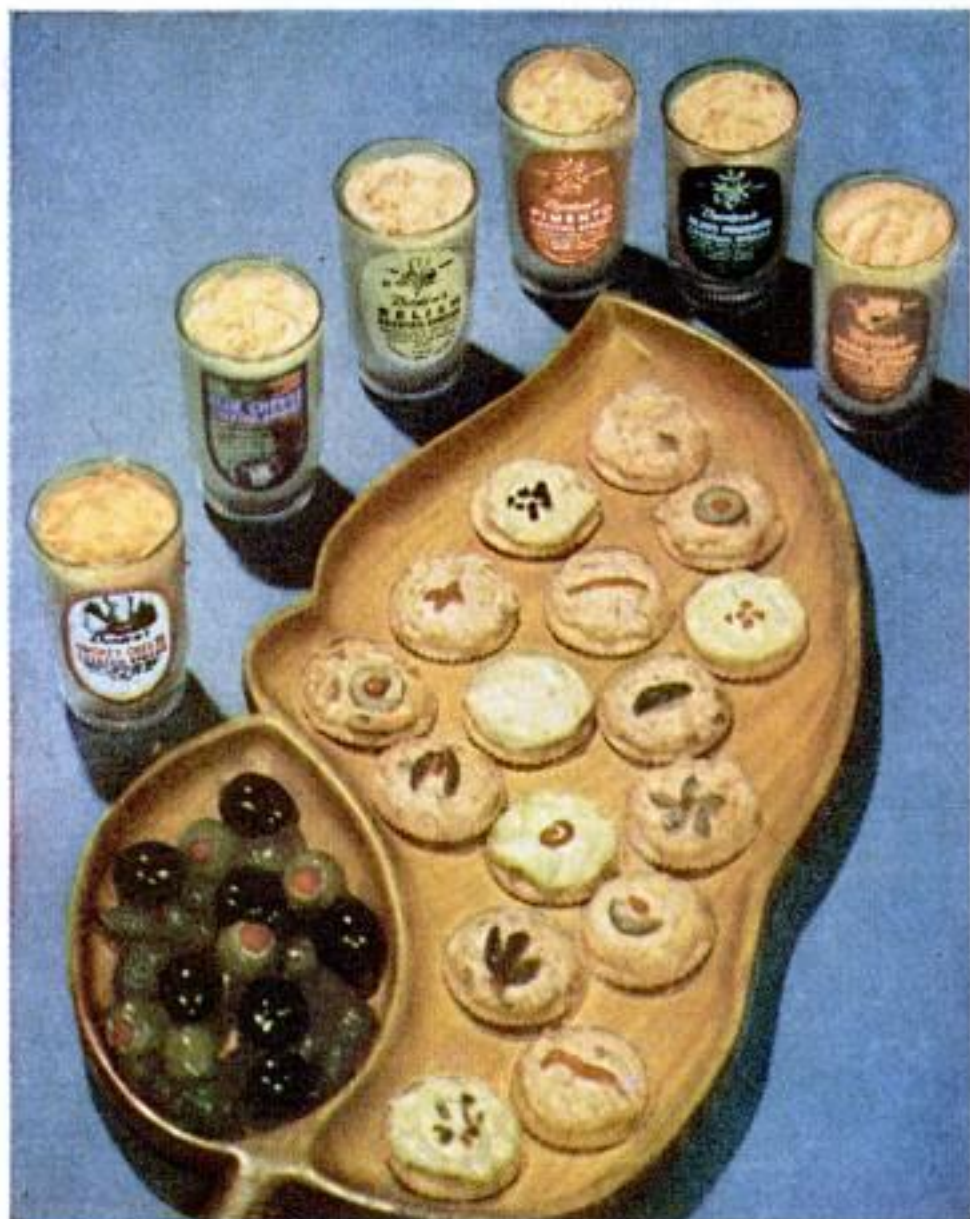
FOUR—count 'em!—FOUR tempting, tantalizing varieties to make a box lunch (or a home lunch) *sing!* . . . (1) WEJ-CUT CREAM CHEESE plain. (2) WEJ-CUT with tender chopped CHIVES. (3) WEJ-CUT with PIMENTO. (4) WEJ-CUT with RELISH. The ration-point cost is **LOW!**

P.S. WEJ-CUTS keep for several weeks unopened in your refrigerator because of their sealed wrappers.



BORDEN'S FINE CHEESES

WONDERFUL "BUYS" FOR YOUR
POINTS AND PENNIES



Cheese 'em at parties! . . . Even in wartime, when friends drop in, you want to serve a snack. And here are 6 grand ways to do it!

BORDEN'S 6 COCKTAIL SPREADS! Line 'em up . . . (1) SMOKEY. (2) BLUE. (3) RELISH. (4) PIMENTO. (5) OLIVE-PIMENTO. (6) VERA-SHARP. They spread like dreams—on crackers, toast, pumpernickel! And so easy on the ration points! . . . Packed in exquisite, Swedish-style glasses. Grand for serving fruit juices, or children's milk (just fit the little hand!).



Cheese 'em for dinner! . . . What's the best thing ever happened to macaroni?

Lady, the answer is BORDEN'S GRATED AMERICAN CHEESE! It's one cheese that has the good, ripe flavor of aged American Cheddar! No young cheese could do for food what BORDEN'S GRATED does!

It's grated fine, too! The tiny particles of golden cheese melt into, and blanket, every morsel of macaroni! Comes in 2-oz. and 4-oz. canisters. Plenty of nourishment for your ration points!



Cheese 'em for dessert! . . . Bring on that golden-crust BORDEN'S Dessert Cheese—LIEDERKRANZ! . . . Sink your knife through the tender crust into the pungent, creamy center . . . Slice, spread on crackers . . . Eat—*crust and all!* It's a real adventure in eating! Enjoy it tonight!



Cheese 'em for a change! . . . with BORDEN'S Military Brand CAMEMBERT CHEESE! Try it on crisp apple slices! Spread it on crackers! Oh-h-h-h! There's a deep-down, full-throated satisfaction in every bite of mellow-mild CAMEMBERT! A great cheese—a great dessert! Great for you, too!



America's chief exponent of Basic is Dr. Ivor Armstrong Richards of Harvard, who helped discover its principles 23 years ago. Dr. Richards is shown here inspecting sketches for experi-

mental film made by Disney studios for teaching Basic to foreigners. English-born Cambridge Fellow Richards has taught English in China, is at Harvard under a Rockefeller Founda-

tion grant. His extracurricular passion is mountaineering. He climbs anything, spent last summer teaching rock-climbing techniques to Canadian ski troops in the Canadian Rockies.

BASIC ENGLISH: A GLOBAL LANGUAGE

by LINCOLN BARNETT

Of the uncounted radio listeners who heard Winston Churchill's address at Cambridge a few weeks ago, it is improbable that more than an erudite fraction understood his reference to Basic English. Educators, philologists and research scholars in China and Latin America knew what he was talking about. So did the Rockefeller Foundation, which has helped finance the teaching of Basic English in foreign countries for a decade. So did instructors in Massachusetts' civic

education classes, where Basic English is taught to adult aliens. So did Ivy Low Litvinoff who edited Basic English textbooks now widely used in Russia. So did Walt Disney who made an experimental short for Basic English teachers. But a sample poll of a reasonably well-informed group in New York City revealed that a majority believed, prior to Churchill's address, that Basic English was the title of some book akin to Fowler's *Modern English Usage* or a grade-school

primer in the elements of syntax and grammar.

As a result of the Prime Minister's utterance, additional thousands are now aware that Basic English is a proposed international language—or as its exponents prefer to call it, a *supra-national* language—for the communication of all men on the face of a rapidly shrinking globe. It is not intended to supersede Portuguese or Bengali or any other of mankind's 1,700 languages. Its advocates hold nothing in common with the

linguistic imperialism of those Nazi savants who awaited the day when English would become "a minor Germanic dialect of no world importance." They see Basic as a secondary or auxiliary language for men in all lands—scientists, businessmen, scholars—whose activities transcend national boundaries.

The obvious benefits of an international medium of mental exchange have from time to time prompted lexicographers to cook up artificial languages: Esperanto, Ido, Novial, Nulango. But because such synthetic tongues lack tradition, literature and a practicing proletariat—any immediate incentive, in fact, to make their study

worth while—they have won few adherents in the Babel of this chattering planet. English, on the other hand, is the mother tongue of 200,000,000 citizens of the U. S. and the British Empire, and the acquired or administrative tongue of regions in which half a billion dwell. It is the trade language of the Pacific. Only Chinese gives it a statistical race. Russian ranks third with 120,000,000 speakers; German and Spanish each claim 100,000,000; Japanese, 80,000,000; French, 75,000,000; Cantonese, 60,000,000; Bengali, 60,000,000; Italian and Portuguese, 50,000,000 each.

Basic English is to English as metal is to ore. It is a language within a language, whose exist-

ence was first discovered 23 years ago by an academic team of Cambridge Fellows named Charles Kay Ogden and Ivor Armstrong Richards. While collaborating on a book entitled *The Meaning of Meaning*, they noticed, in analyzing and defining words and idioms, that certain key words tended to reappear again and again in their definitions. Before long they became convinced that with a given number of these indispensable analytical words, any other word could be defined and any thought, idea or statement fully and intelligently expressed.

Fascinated by this promise, Ogden went to work with a determination to strip English down

BASIC ENGLISH WORD LIST

OPERATIONS, ETC.

100

COME
GET
GIVE
GO
KEEP
LET
MAKE
PUT
SEEM
TAKE
BE
DO
HAVE
SAY
SEE
SEND
MAY
WILL

ABOUT
ACROSS
AFTER
AGAINST
AMONG
AT
BEFORE
BETWEEN
BY
DOWN
FROM
IN
OFF
ON
OVER
THROUGH
TO
UNDER
UP
WITH
AS
FOR
OF
TILL
THAN
A
THE
ALL
ANY
EVERY
NO
OTHER
SOME
SUCH
THAT
THIS
I
HE
YOU
WHO
AND
BECAUSE
BUT
OR
IF
THOUGH
WHILE
HOW
WHEN
WHERE
WHY
AGAIN
EVER
FAR
FORWARD
HERE
NEAR
NOW
OUT
STILL
THEN
THERE
TOGETHER
WELL
ALMOST
ENOUGH
EVEN
LITTLE
MUCH
NOT
ONLY
QUITE
SO
VERY
TOMORROW
YESTERDAY
NORTH
SOUTH
EAST
WEST
PLEASE
YES

THINGS

400 GENERAL

ACCOUNT	EDUCATION	METAL
ACT	EFFECT	MIDDLE
ADDITION	END	MILK
ADJUSTMENT	ERROR	MIND
ADVERTISEMENT	EVENT	MINE
AGREEMENT	EXAMPLE	MINUTE
AIR	EXCHANGE	MIST
AMOUNT	EXISTENCE	MONEY
AMUSEMENT	EXPANSION	MONTH
ANIMAL	EXPERIENCE	MORNING
ANSWER	EXPERT	MOTHER
APPARATUS	FACT	MOTION
APPROVAL	FALL	MOUNTAIN
ARGUMENT	FAMILY	MOVE
ART	FATHER	MUSIC
ATTACK	FEAR	NAME
ATTEMPT	FEELING	NATION
ATTENTION	FICTION	NEED
ATTRACTION	FIELD	NEWS
AUTHORITY	FIGHT	NIGHT
BACK	FIRE	NOISE
BALANCE	FLAME	NOTE
BASE	FLIGHT	NUMBER
BEHAVIOUR	FLOWER	OBSERVATION
BELIEF	FOLD	OFFER
BIRTH	FOOD	OIL
BIT	FORCE	OPERATION
BITE	FORM	OPINION
BLOOD	FRIEND	ORDER
BLOW	FRONT	ORGANIZATION
BODY	FRUIT	ORNAMENT
BRASS	GLASS	OWNER
BREAD	GOLD	PAGE
BREATH	GOVERNMENT	PAIN
BROTHER	GRAIN	PAINT
BUILDING	GRASS	PAPER
BURN	GRIP	PART
BURST	GROUP	PASTE
BUSINESS	GROWTH	PAYMENT
BUTTER	GUIDE	PEACE
CANVAS	HARBOUR	PERSON
CARE	HARMONY	PLACE
CAUSE	HATE	PLANT
CHALK	HEARING	PLAY
CHANCE	HEAT	PLEASURE
CHANGE	HELP	POINT
CLOTH	HISTORY	POISON
COAL	HOPE	POLISH
COLOUR	HOUR	PORTER
COMFORT	HUMOUR	POSITION
COMMITTEE	ICE	POWDER
COMPANY	IDEA	POWER
COMPARISON	IMPULSE	PRICE
COMPETITION	INCREASE	PRINT
CONNECTION	INDUSTRY	PROCESS
CONTROL	INK	PRODUCE
COOK	INSECT	PROFIT
COPPER	INSTRUMENT	PROPERTY
COPY	INSURANCE	PROSE
CORK	INTEREST	PROTEST
COTTON	INVENTION	PULL
COUGH	IRON	PUNISHMENT
COUNTRY	JELLY	PURPOSE
COVER	JOIN	PUSH
CRACK	JOURNEY	QUALITY
CREDIT	JUDGE	QUESTION
CRIME	JUMP	RAIN
CRUSH	KICK	RANGE
CRY	KISS	RATE
CURRENT	KNOWLEDGE	RAY
CURVE	LAND	REACTION
DAMAGE	LANGUAGE	READING
DANGER	LAUGH	REASON
DAUGHTER	LAW	RECORD
DAY	LEAD	REGRET
DEATH	LEARNING	RELATION
DEBT	LEATHER	RELIGION
DECISION	LETTER	REPRESENTATIVE
DEGREE	LEVEL	REQUEST
DESIGN	LIFT	RESPECT
DESIRE	LIGHT	REST
DESTRUCTION	LIMIT	REWARD
DETAIL	LINEN	RHYTHM
DEVELOPMENT	LIQUID	RICE
DIGESTION	LIST	RIVER
DIRECTION	LOOK	ROAD
DISCOVERY	LOSS	ROLL
DISCUSSION	LOVE	ROOM
DISEASE	MACHINE	RUB
DISGUST	MAN	RULE
DISTANCE	MANAGER	RUN
DISTRIBUTION	MARK	SALT
DIVISION	MARKET	SAND
DOUBT	MASS	SCALE
DRINK	MEAL	SCIENCE
DRIVING	MEASURE	SEA
DUST	MEAT	SEAT
EARTH	MEETING	SECRETARY
EDGE	MEMORY	SELECTION
		SELF

QUALITIES

100 GENERAL

ABLE
ACID
ANGRY
AUTOMATIC
BEAUTIFUL
BLACK
BOILING
BRIGHT
BROKEN
BROWN
CHEAP
CHEMICAL
CHIEF
CLEAN
CLEAR
COMMON
COMPLEX
CONSCIOUS
CUT
DEEP
DEPENDENT
EARLY
ELASTIC
ELECTRIC
EQUAL
FAT
FERTILE
FIRST
FIXED
FLAT
FREE
FREQUENT
FULL
GENERAL
GOOD
GREAT
GREY
HANGING
HAPPY
HARD
HEALTHY
HIGH
HOLLOW
IMPORTANT
KIND
LIKE
LIVING
LONG
MALE
MARRIED
MATERIAL
MEDICAL
MILITARY
NATURAL
NECESSARY
NEW
NORMAL
OPEN
PARALLEL
PAST
PHYSICAL
POLITICAL
POOR
POSSIBLE
PRESENT
PRIVATE
PROBABLE
QUICK
QUIET
READY
RED
REGULAR
RESPONSIBLE
RIGHT
ROUND
SAME
SECOND
SEPARATE
SERIOUS
SHARP
SMOOTH
STICKY
STIFF
STRAIGHT
STRONG
SUDDEN
SWEET
TALL
THICK
TIGHT
TIRED
TRUE
VIOLENT
WAITING
WARM
WET
WIDE
WISE
YELLOW
YOUNG

50 OPPOSITES

AWAKE
BAD
BENT
BITTER
BLUE
CERTAIN
COLD
COMPLETE
CRUEL
DARK
DEAD
DEAR
DELICATE
DIFFERENT
DIRTY
DRY
FALSE
FEEBLE
FEMALE
FOOLISH
FUTURE
GREEN
ILL
LAST
LATE
LEFT
LOOSE
LOUD
LOW
MIXED
NARROW
OLD
OPPOSITE
PUBLIC
ROUGH
SAD
SAFE
SECRET
SHORT
SHUT
SIMPLE
SLOW
SMALL
SOFT
SOLID
SPECIAL
STRANGE
THIN
WHITE
WRONG

SUMMARY OF RULES

PLURALS

IN 'S'.

DERIVATIVES
IN 'ER', 'ING', 'ED'
FROM 300 NOUNSADVERBS
IN 'LY'
FROM
QUALIFIERS.DEGREE
WITH
'MORE' AND 'MOST'.QUESTIONS
BY INVERSION
AND 'DO'.OPERATORS
AND
PRONOUNS
CONJUGATE
IN FULL.MEASUREMENT,
NUMERALS,
CURRENCY,
CALENDAR,
AND
INTERNATIONAL
TERMS
IN ENGLISH
FORM.

The raw materials of Basic English are these 850 words arranged in system devised by Basic's inventor. Thus nouns are

listed as "things, general" and "things, picturable," adjectives as "qualities" and their "opposites." Under "operations"

fall Basic's 18 verbs and an assortment of conjunctions, prepositions, other structural words. Note the rules (lower right).

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CONTINUED ON PAGE 60

May we remind you?



1. That POSTUM has a distinctive flavor and should not be expected to taste like tea or coffee or any other beverage.

2. You'll smack your lips over that heart-warming, toothsome flavor...like as not you'll be a "two cup" Postum drinker once you've tried your first sip.



3. You can practically make it with your eyes shut...it's that easy! You make Postum simply by boiling, dripping, or "perking". Instant Postum just takes some boiling water in a cup.



4. It's a surprisingly economical beverage...costs you less than half a cent a cup to enjoy its hearty flavor.



5. We'd send you a piece of string to tie around your finger to further remind you to buy a package of Postum, but these are war times and besides you look like the sort of intelligent person who doesn't have to be told about a good thing twice.

So we won't mention it again...except to say...that Postum's mighty tasty... Try it.



Don't forget

...The Aldrich Family...Tune in Thursday Nights...NBC network...One of America's great programs, written by Clifford Goldsmith, sponsored by Postum.



Postum

ONE OF AMERICA'S GREAT MEALTIME DRINKS



THIS SUPERIORITY OF PHILIP MORRIS RECOGNIZED by medical authorities

Here's what happened in clinical tests of men and women smokers... shown by the findings of distinguished doctors:

PROVED
far less irritating
to the nose and throat

WHEN SMOKERS CHANGED TO PHILIP MORRIS, EVERY CASE OF IRRITATION OF NOSE OR THROAT—DUE TO SMOKING—EITHER CLEARED UP COMPLETELY, OR DEFINITELY IMPROVED!

NOTE: We do not claim curative powers for PHILIP MORRIS. But these findings—reported in an authoritative medical journal—do prove PHILIP MORRIS far less irritating to the nose and throat. You will find they taste far finer, too!



BEFORE ANYTHING ELSE, BUY MORE WAR BONDS!

BASIC ENGLISH (continued)

to its irreducible skeletal structure. A decade later his task was done. From the 500,000 words in big unabridged dictionaries, from the 83,000 in desk dictionaries, from the 20,000 in the vocabulary of the average well-informed man, from the 8,000 in common everyday use, from the 2,000 in the vocabulary of the normal 3-year-old child, he evolved Basic English—a quintessential language of 850 words, capable of reproduction on a single printed page. In Basic's tiny lexicon 600 words are names of things (or nouns), 150 are the names of qualities (or adjectives), and 100 are "operations" (structural words which put the others to work).

In no event did Ogden put in a word simply because of its frequent use in daily talk or writing. And it may be noted that Basic's words are not necessarily little words. They are those which say most, do the hardest work and go farthest across the clouded and uncertain waters of their mother tongue. But not all are general, far-ranging words. Some, like *organization*, *government*, *punishment* and *advertisement*, have less covering power. These have a place in Basic because it would be hard, if not impossible, to do without them.

Ogden's great and surprising discovery was the fact that English may be clearly, smoothly and expertly used with a very small number of those names of acts and operations listed in schoolbooks as "verbs." In the normal talk of most persons of education, about 4,000 common ones come into play. To take the place of these 4,000, Basic has 18 whose power to do the work of all the others seems past belief till one goes into their range of sense expansion in detail. These 18 are: *come, get, give, go, keep, let, make, put, seem, take, be, do, have, say, see, send, may* and *will*.

When these elastic little servants are used, separately or joined in word structures like *give up, put off, get over*, they say everything normally covered by more complex, Latin-rooted ornaments of the language. There is no exchange of common knowledge, news or everyday opinion which may not be made clear with Basic's 850 words. And quality of writing is not over-greatly damaged by its narrow limits. The reading of it may give no more trouble than the reading of these last three paragraphs which—up to the word *paragraphs*—have been written in Basic English.

With the single exception of Chinese, English is the only major language from which a basic elixir can thus be distilled. Professor Richards (now at Harvard and Basic's most active exponent in the U. S.) estimates that at least 2,000 words would be required to create any kind of a useful basic French or Spanish. Tortuously inflected languages like German and Japanese would demand even more. The reasons why English—richest, most intellectual and perhaps most delicate of all languages—contains this inner voice, rest in the history of the British Isles.

Birth of a language

During the formative years of the English tongue, centuries before Chaucer, waves of invaders stormed across the Channel, conquering, then intermarrying with tribes already in residence. Danes and Angles, Normans and English merged the simplest and most useful parts of their respective speech. Tricks of declension and conjugation were dropped by those who would not master their refinements. And while the clergy laboriously composed Latin, and the Plantagenet court gossiped in French, England's many-blooded yeomanry evolved a common language of the market place, from which syntactical variations were erased and grammatical cancers excised.

Because English was for so long a linguistic melting pot, it is today what scholars call an analytical language. In its vast lexicon fancy and specialized words flourish side by side with more flexible and versatile parts of speech. Its half-million words parallel, diagnose and analyze each other; and the meaning of each one may be opened up like a seed pod to disclose other component words within its semantic shell. Thus the word *ascend* splits into the elements *go up*; *suppress* separates into *put down*; and *dismount* into *get off*. Basic English uncovers these inner pivotal meanings and makes them work with an economy that reveals the lushness and redundancy of the English tongue.

The elasticity of Basic's 18 verbs stems from their ability to enter into an astonishing number of combinations with prepositions. All verbs describe some kind of act or operation. Ogden discovered that most prepositions relate to a given direction or position in space—like *at, in, on, up* and *to*—and that virtually every verb in the language can be restated by means of a simple Basic verb plus a directional preposition. Thus a Basic word combination like *give out* serves the essential purposes of such non-Basic verbs as *announce, distribute, emit, exude, proclaim* and *transpire*. And even more spectacularly, *give*

CONTINUED ON PAGE 62



**New tasks for lovely hands
—but a “guardian angel”
helps keep them soft!**



Lovely hands must do Cinderella jobs these war-busy days. But *before* you tackle daily soap-and-water chores, put Toughay on guard! Toughay's a grand new idea in lotions. Used *beforehand*, this velvety lotion defends soft hands against drying, roughening effects of hot water and soap—helps them *stay* soft!



Uncle Sam's urging women to pitch in and do extra war tasks. When you're working at yours, keep Toughay handy! Always remember to smooth on this special-formula lotion *before* you put your hands into hot, soapy water. You'll love its richness—its fresh-flower scent. You'll love the way it guards the glamour of your hands!



For that special furlough date, Toughay's a marvelous beauty help! *In addition* to its “beforehand” use, this lush, creamy lotion's grand as a powder base—or for a fragrant all-over body rub. Works gentle magic on rough knees and elbows, shoulders, and throat. Toughay's inexpensive—so you can afford to use it *all* these ways. Ask for it at your druggist's, today.

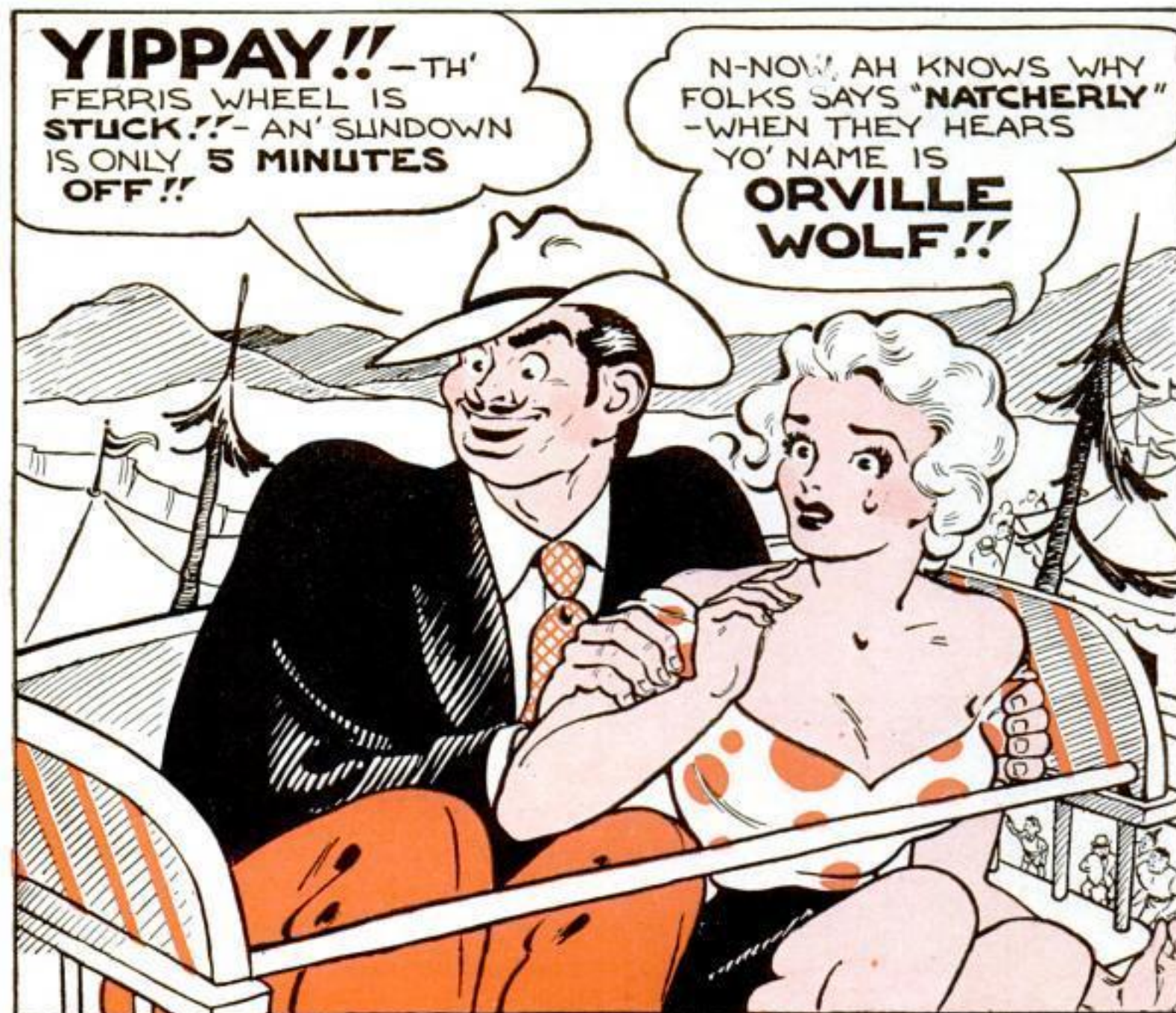


PRODUCT OF
BRISTOL-MYERS

TOUSHAY

THE “BEFOREHAND” LOTION that guards hands even in hot, soapy water

LIL ABNER by AL CAPP



Capr. 1943, United Feature Syndicate, Inc.

LOOK WHAT YOU GET
IN ONE SERVING OF "ENRICHED 5-MINUTE" CREAM OF WHEAT

- 1 As much iron as in 4 eggs
- 2 As much calcium and phosphorus as in half a glass of milk
- 3 As much Vitamins B₁ and Niacin as in an equal amount of whole wheat

NO OTHER CEREAL SUPPLIES SO MUCH OF THESE HEALTH BUILDERS FOR LESS THAN 1¢ A SERVING!

CAIN'T FIX IT, TILL MAWN-IN, NOW!

TSK! IN **5 MINUTES**, DAISY MAE WILL BE UP THAR, IN TH' **DARK**, WIF ORVILLE WOLF—BUT (YAWN!) AH JEST HAIN'T GOT TH' **ENERGY** T'DO NUTHIN' 'BOUT IT!!

"ENRICHED 5-MINUTE" CREAM OF WHEAT, WILL PUT **IRON** IN YO', SON! AH'LL COOK IT UP IN, MERELY, **5 MINUTES!**

HOT DAWGS

LIL ABNER'S BRAINS IS MAINLY IN HIS FEET, AS ANY FOOL KIN PLAINLY SEE!

LOOK AT HIM SPIN THET FERRIS WHEEL

AH DON'T **NEED** BRAINS, LONG AS AH KIN GIT **IRON** AN' OTHER FOOD MINERALS AN' VITAMINS FUM "ENRICHED 5 MINUTE" CREAM OF WHEAT!

DON'T YO' WANT YO' **REWARD** LIL ABNER?

SHO' NUFF! AH IS NOW **EATIN'** IT! —YUM! YUM!

EASY TO DIGEST—LESS THAN 1¢ A SERVING

SUPPLIES LOTS OF **IRON**—ALSO CALCIUM, PHOSPHORUS, VITAMIN B₁ AND NIACIN

"Enriched 5 MINUTE" and "REGULAR"
CREAM OF WHEAT
DELICIOUS—NUTRITIOUS

"CREAM OF WHEAT" AND CHEF TRADEMARKS REG. U. S. PAT. OFF.

BASIC ENGLISH (continued)

up covers the pivotal meanings of *abandon, abdicate, abjure, cede, desert, desist, forgo, forsake, relinquish, renounce, resign, surrender, vacate, withdraw* and *yield*.

There are many specialized verbs, of course, whose shoes cannot be so neatly filled by Basic's one-little-verb-plus-one-little-preposition formula. In many instances a number of words are necessary to define the meaning of one. For *decapitate*, Basic must say *take the head off*. Hence Basic is not, as some people suppose, a more terse or concise form of English. Circumlocutions are often necessary, and become amusingly conspicuous when familiar phrases are put in Basic. Thus the old maxim, *Look before you leap*, loses both succinctness and alliteration because Basic's vocabulary admits *look* not as a verb but as a noun, and excludes *leap* entirely. The saying might be translated therefore as *Take a look before you make a jump*, or *Take a look before jumping*. The latter version comes under the Basic rule which permits the formation of participial adjectives (like *jumping*) by the addition of *ed* or *ing* to nouns (like *jump*). Other traditional apothegms, turned into Basic, would read: *A bird in the hand has the value of two in the small tree*; and *A rolling stone gets no green plant growth*.

Although Basic deprives such aphorisms of their punch and makes them sound rather like quaint Chinese sayings, it is unfair to its purposes to ask that it preserve inviolate the vigor of a classic metaphor. Analogous metaphors are possible, and the sheer poverty of the Basic word list often inspires a writer to invent new figures of speech. Basic's vocabulary, moreover, can be vastly expanded by a great number of permissible derivatives and compounds, which multiply its essential 850 words into the thousands. A glance at its summary of rules discloses that all its verbs and pronouns are conjugated as in normal English. Of its 600 nouns, 300 may take endings in *er*, *ed*, and *ing*. Adverbs are formed by the addition of *ly*, and opposites by prefixing *un*, as in standard speech. Although Basic's detractors (composed for the most part of English teachers and sponsors of Esperanto) complain of these devices, its defenders see no grammatical heresy in calling the word *resting*, in the sentence *I am resting*, an adjective derived from the noun *rest*, rather than a participle of the verb *to rest*. And to purists who deplore *unsmooth, unsweet* and *unstraight*, Basic enthusiasts retort that the meaning of such forms is perfectly clear.

It is the trick of expanding and compounding words, however, which provokes the loudest accusations that learning Basic involves much more than learning 850 words. Such combinations as *bed-room, milk-man, rain-coat, sail-boat* and *story-book* are of course elementary. Critics object more often to the admission of such compounds as *undertake, copyright, cupboard, without* and *today*. Teachers of Basic insist, however, that students comprehend most of these duplex words when they first encounter them and quickly master their proper use, just as they learn in time the expanded and figurative senses of such words as *producer, pained, frequenting, training, stopper* and *stretcher*.

Gettysburg in Basic

Once its wider resources are appreciated and applied, Basic need never be awkward or dissonant. It may be monotonous, for its words reappear again and again, but in great measure its eloquence depends on the skill and sensitivity of its practitioners. A fundamental Basic precept contends, "If it is bad English it is bad Basic." And it is often possible to turn famous and familiar flights of English rhetoric into Basic without losing too much of their original flavor. To augment a growing bibliography of Basic literature, LIFE herewith offers its own rendition of Lincoln's Gettysburg address:

Eighty-seven years back, our fathers gave birth on this land to a new nation, designed to be free and given to the theory that all men are to their Maker equal. Now we are in the middle of a great war among ourselves, testing if that nation, or any nation so designed and given to such a purpose, may long go on. We are come together on a great fighting field of that war. We are come together to put by a part of that field as a last resting place for those who here gave their blood that that nation might go on. It is very right that we do this.

But, in a deeper sense, it is not for us the living to give this field in their name to history. The true men, living and dead, who saw fighting here have so given it far past our power to do anything more or less. The earth will take little note and keep not long in memory what we say here, but it will ever keep in memory what they did here. It is for us the living, though, to give ourselves up here to the uncompleted work which they have so far so highly undertaken. It is for us to be here given over to the great work still before us—that from these respected dead we may take greater belief in that cause for which

CONTINUED ON PAGE 64

They **BOTH** have a stake in their Electric Company!



Paul Packard owns some stock in the local light and power company. Jimmy, the newsboy, never bought a share of stock in his life. But *he* has a stake in the electric company too — because Jimmy's bank invests his small savings in just such businesses. *Your* savings bank, *your* life insurance company, *your* fraternal order probably put some of *your* money into electric securities. In a very real sense, the electric light and power companies were built by the same people they serve. For in them are savings of 45 million bank depositors and 66 million insurance policyholders — *your* savings — invested in American business and carefully managed by experienced business men — for *you* — and for America!

Hear "Report to the Nation," outstanding news program of the week, every Tuesday evening, 9:30, E.W.T., Columbia Broadcasting System.

SINCE the beginning of the war, the cost of living has steadily gone up. During the same period, the average price of household electricity has decreased almost 10%! We're proud that our industry has kept prices down and stepped production up to meet every war demand.

THIS PAGE SPONSORED BY A GROUP OF 137

ELECTRIC LIGHT and POWER COMPANIES*

SELF-SUPPORTING, TAX-PAYING BUSINESSES

*Names on request from this magazine.

DON'T WASTE ELECTRICITY JUST BECAUSE IT ISN'T RATIONED!



You're in the driver's seat!

Look here, Mr. Civilian, those fellows on our fighting fronts need supplies and need 'em fast. Among the most important are storage batteries, and you can help make more of them available.

You can do it by *thoughtful buying*, which means, don't buy at all unless you absolutely must . . . and then, be sure to get the best and longest-lasting. The second step is to give your battery the kind of care which increases its life, a job which Exide Dealers are well equipped to handle. Restricted driving can damage a battery. Be sure to see your Exide Dealer every two weeks.

Remember, when you take care of things you own you're making important savings. Invest your savings in Victory. Back the attack with War Bonds now—and later on you'll have the money available with interest for post-war purchases.



THE ELECTRIC STORAGE BATTERY CO., Philadelphia
Exide Batteries of Canada, Limited, Toronto

For 55 years the name
"Exide" has symbolized
dependability, long life.

Exide

WHEN IT'S AN EXIDE YOU START

BASIC ENGLISH (continued)

they gave the last full measure of belief—that we here make it our high purpose that these dead will not have given their all for nothing—that this nation, under God, will have a new free birth—and that government of all, by all, and for all will not come to end on earth.

Although Basic is entirely adequate for all ordinary purposes of human communication, its vocabulary admits certain addenda for use in special fields. One of its most important envisaged uses is as a medium of mental transport for the world's scientists. For them Basic provides a supplementary vocabulary of 100 additional words such as *arc, compound, focus, kidney, mineral, porous*, etc. To economists it furnishes 50 extra words like *budget, monopoly, strike* and *wholesale*. It also sets aside 50 "international" words, used the world over and requiring no translation, among them *alcohol, bar, beer, chorus, cigaret, club, influenza, piano, tobacco* and *whiskey*. In addition there are 100 special words for poetry, and another 50 for the Bible.

Employing these auxiliary lists, its exponents have compiled an already substantial, and still expanding, library of Basic reading. Works by Shaw, Stevenson, Swift and Tolstoy are now available in Basic. Poe is represented by *The Gold Insect*—*bug* is not a Basic word. Though Shakespeare occasionally wrote pure Basic, as in Hamlet's "To be, or not to be: that is the question," his wide (20,000 word) vocabulary presents considerable difficulty to the translator. Of his work, only *Julius Caesar* has been rendered in Basic to date. Perhaps the most notable achievement of Basic's disciples is a translation of the New Testament, made from original sources by a professor at the University of London. Many Bible scholars consider it truer to the Gospels than the poetic King James's version. In the sixth chapter of St. Matthew, the Lord's Prayer is set down as follows:

Our Father in heaven, may your name be kept holy. Let your kingdom come. Let your pleasure be done, as in heaven, so on earth. Give us this day bread for our needs. And make us free of our debts, as we have made those free who are in debt to us. And let us not be put to the test, but keep us safe from the Evil One.

Gateway to English

Such unfamiliar mutations of immortal prose, however, outrage apprehensive educators who fear that courses in Basic, given young children in some experimental schools, may eventually do away with classic grammar and corrode English speech. These critics most often ignore the important fact that Basic provides a quick and easy gateway to English for foreign students. Once they have passed through that gateway the whole vast horizon of the language lies before them, beckoning them on. They need never retrace their steps, for Basic English is normal English. It contains nothing that has to be *unlearned*. Its tense forms, adjectival comparisons and word order follow pure traditional patterns. Practice in Basic, moreover, tends to instill in those who know English a new sensitivity to word meanings, new gifts of analysis and perception. Anyone who has written in Basic can henceforth better appreciate the virtues of lucid sinewy prose, and better discern the ineptitudes of flatulent oratory or of such turgid public notices as "Illumination is required to be extinguished" (*Put lights out*); "Please refrain from conversation with operator while bus is in motion" (*Please say nothing to driver while bus is going*); and "Deposit litter in receptacle" (*Put waste in box*).

Where ordinary courses in language instruction require two years or more to impart even a smattering of a foreign tongue, a working knowledge of Basic can be acquired in 60 hours. Foreign students, whose native tongue is not too far removed from English, may, by applying themselves each day, be able to read *anything* in Basic at the end of a month. Its utility was evidenced recently at an airfield in Arizona, where Chinese cadets were receiving flying training under British and American instructors. With only weeks in which to give their incommunicable charges enough English to keep them aloft, the instructors turned to Basic. New training manuals were composed in Basic, and an experimental Basic teaching film supplied by Richards of Harvard.

Upon the airways, Richards believes, Basic's immediate future lies. For the time may not be far away when every pilot licensed for long-distance international flying, every control-tower operator, every airport manager, will have to acquire proficiency in a common air-directions language. That language, Richards asserts, will be Basic.

The ultimate vision of those who created Basic foresees tomorrow's world, united by circumglobal aviation and the unobstructed corridors of radio, joined also in new intellectual brotherhood by the boon of common understanding.



Where there's a fight there's a Mitchell

On every battlefield of this global war—in heat or cold, sunshine or fog—you will find a B-25 Mitchell bomber. The belligerent Billy Mitchells care little whether they pick a fight with the enemy or step in to finish one.

Mitchells have won their spurs in the South Pacific...in the Aleutians...in North Africa...the Mediterranean...over Europe.

They have left behind them chaos and

ruin for the enemy. With altitude bombing, low-level bombing, torpedo launching, strafing attacks, these tough, versatile wheelhorses of the Air Forces always have new tricks to throw at the enemy—because the men and women at North American are determined to keep the fighting Mitchells ready to strike ever harder blows each time.

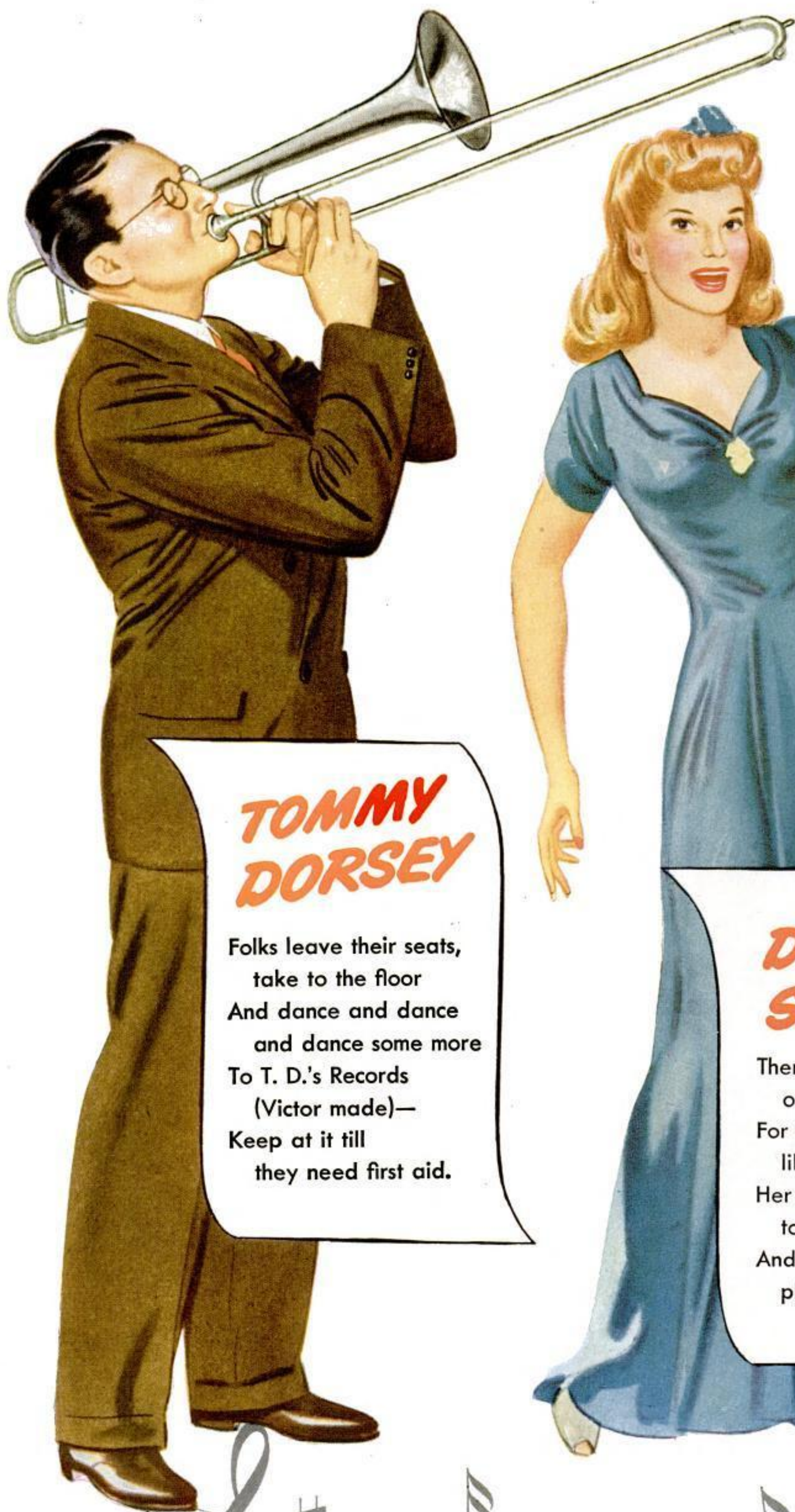
Good as was yesterday's Mitchell, today's is more deadly; fast as was yes-

terday's production, today's is faster—as North American Aviation sets the pace.

The quicker the pace, say the men and women of North American, the sooner the victory.

North American Aviation, Inc., designers and builders of the B-25 Mitchell bomber, AT-6 Texan trainer and the P-51 Mustang fighter (A-36 fighter-bomber). Member, Aircraft War Production Council, Inc.

North American Aviation *Sets the Pace!*



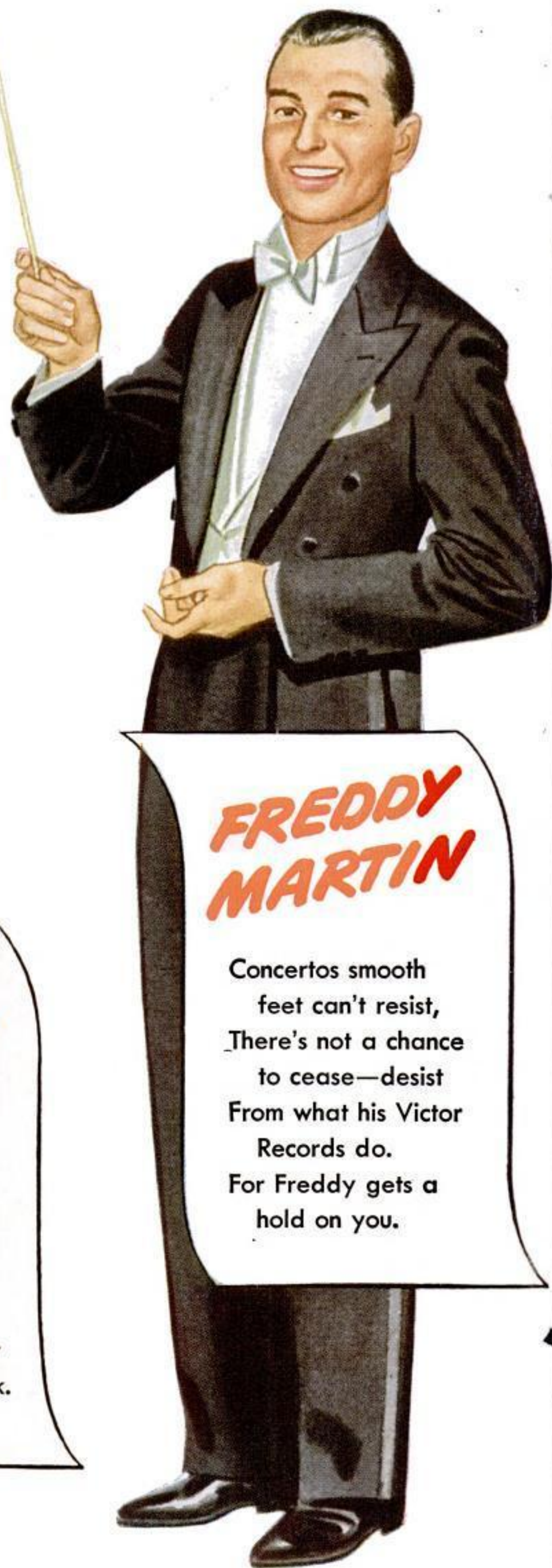
TOMMY DORSEY

Folks leave their seats,
take to the floor
And dance and dance
and dance some more
To T. D.'s Records
(Victor made)—
Keep at it till
they need first aid.



DINAH SHORE

There's no case here
of "either/or"
For no one's quite
like Dinah Shore.
Her Victor Records
top the peak
And make your heart
play hide-and-seek.



FREDDY MARTIN

Concertos smooth
feet can't resist,
There's not a chance
to cease—desist
From what his Victor
Records do.
For Freddy gets a
hold on you.



"WHAT'S NEW?" ON THE AIR!

RCA's great new radio show—one full hour of sparkling entertainment—music, drama, news, laughs—with Don Ameche and a host of others! Every Sat. night, 7 to 8, EWT, Blue Network.

For your pleasure on Victor and Bluebird Records

PERRY COMO
SHEP FIELDS
ERSKINE HAWKINS
EARL HINES
LENA HORNE
SPIKE JONES

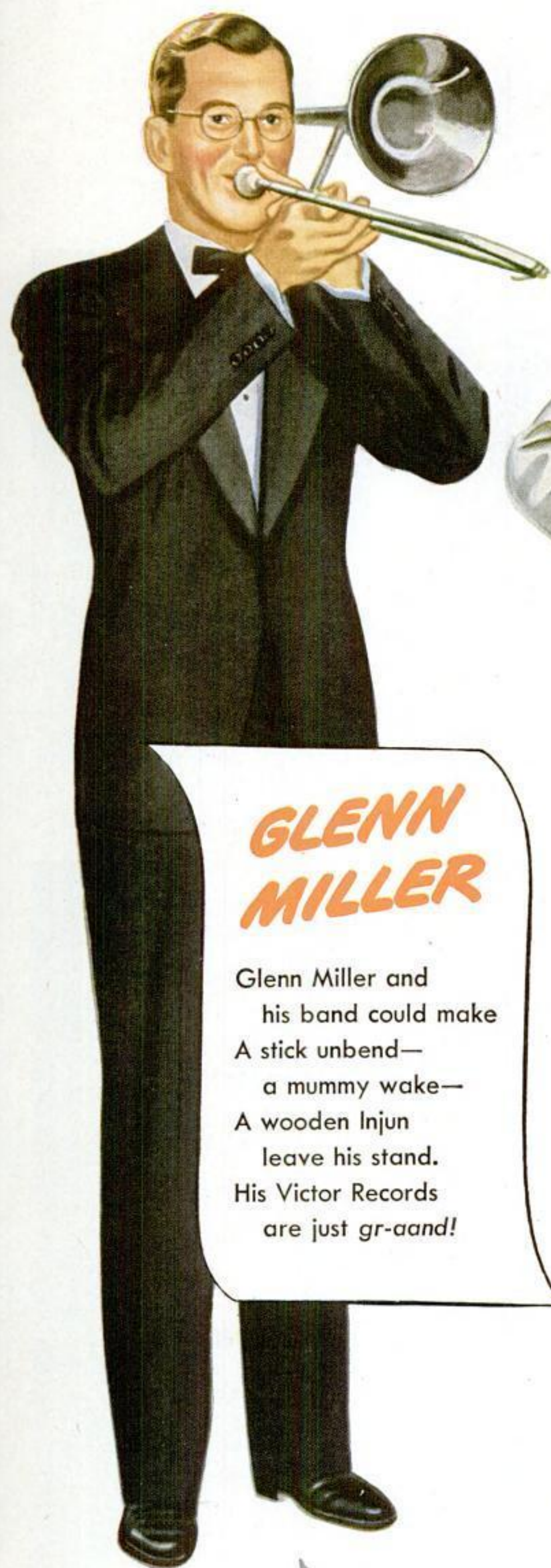
WAYNE KING
HAL McINTYRE
VAUGHN MONROE
TONY PASTOR
TEDDY POWELL

ALVINO REY
THE KING SISTERS
DAVE ROSE
ARTIE SHAW
FATS WALLER
BARRY WOOD



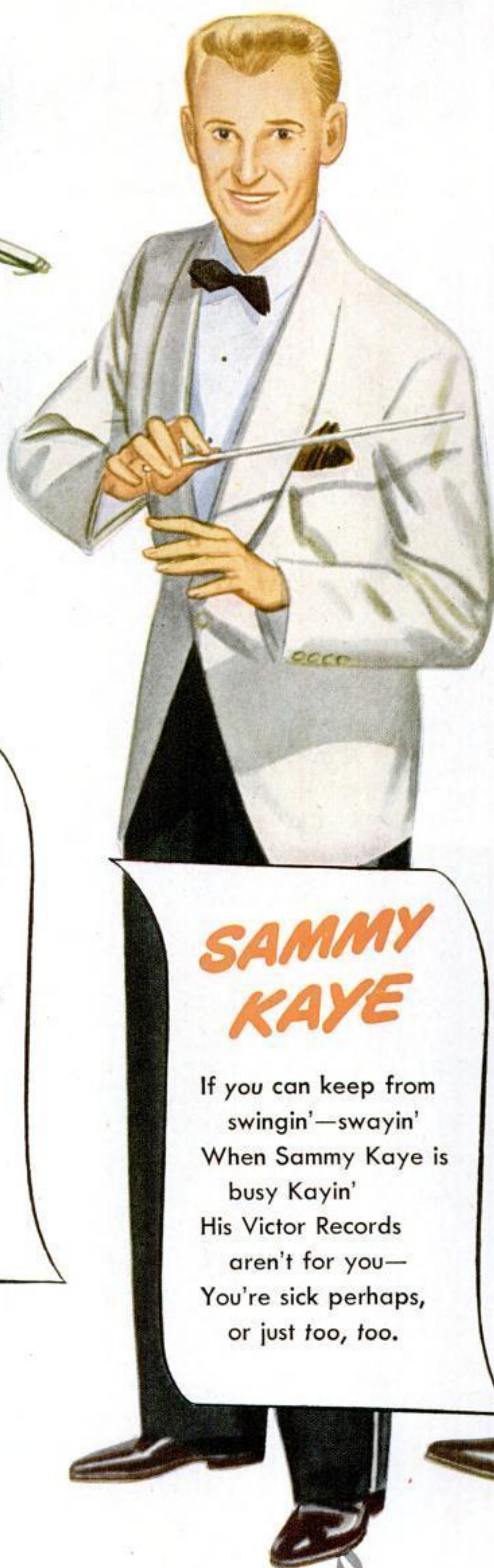
BUY WAR BONDS EVERY PAY DAY

To help us make new Victor Records for you, sell your old ones to your dealer.



GLENN MILLER

Glenn Miller and
his band could make
A stick unbend—
a mummy wake—
A wooden Injun
leave his stand.
His Victor Records
are just gr-aand!



SAMMY KAYE

If you can keep from
swingin'—swayin'
When Sammy Kaye is
busy Kayin'
His Victor Records
aren't for you—
You're sick perhaps,
or just too, too.



DUKE ELLINGTON

Duke Ellington
is mighty hot—
His music's got that
you-know-wot!
His Victor Records
have a way
Of causing you to
feel hey-hey.

THEY'RE YOURS ON VICTOR RECORDS.

THE WORLD'S MOST POPULAR ARTISTS ARE ON



VICTOR *and* **BLUEBIRD RECORDS**



Doctors Prove 2 out of 3 Women can get More Beautiful Skin in 14 Days!

14-DAY PALMOLIVE PLAN TESTED ON 1285 WOMEN WITH ALL TYPES OF SKIN

READ THIS TRUE STORY of what the Proved 14-Day Palmolive Plan did for Helen Anthony of Detroit, Mich.



"My complexion had lost its lovely look. So I said 'yes' quick when invited to try the new 14-Day Palmolive Plan—along with 1284 other women all over the U.S.A.! My group reported to a Detroit skin doctor. Some of us had dry skins; some oily; some 'average.' After a careful examination, we were given the Palmolive Plan to use at home for 14 days.



"Here's the proved Palmolive Plan: Wash your face 3 times a day with Palmolive Soap. Then—each time—massage your clean face with that lovely, soft Palmolive beauty-lather . . . just like a cream. Do this for a full 60 seconds. This massage extracts the full beautifying effect from Palmolive lather for your skin. Then rinse and dry. That's all!



"After 14 days, I went back to my doctor. He confirmed what my mirror told me. My skin was brighter, clearer, less oily. Later I learned many skin improvements had been observed by all the 36 examining doctors. Actually 2 out of 3 of all the 1285 women got see-able, feel-able results. So the 14-Day Palmolive Plan is now my beauty plan for life!"



YOU, TOO, may look for these skin improvements in only 14 Days!

- ★ Brighter, cleaner skin
- ★ Finer texture
- ★ Fewer blemishes
- ★ Less dryness
- ★ Less oiliness
- ★ Smoother skin
- ★ Better tone
- ★ Fresher, clearer color

This list comes right from the reports of the 36 examining doctors! Their records show that 2 out of 3 of all the 1285 women who tested the Palmolive Plan for you got many of these improvements in 14 days! Now it's *your* turn! Start this new *proved* way of using Palmolive tonight. In 14 days, you, too, may look for fresher, clearer, lovelier skin!



NO OTHER SOAP OFFERS PROOF OF SUCH RESULTS!



OLIVIA DE HAVILLAND TAKES A BATH. DIRECTOR HAD TWO RULES: WATER CLOUDY WITH MILK, AND LOTS OF IT. HE AVOIDED BUBBLE BATH WHICH IS PLUMBING CLICHE

MOVIE OF THE WEEK:

Princess O'Rourke

Cinderella story for Americans

Princess O'Rourke, an impudent and hilarious comedy, is as American as a juke box or the World Series. It uses Hollywood's favorite theme of boy meets girl: this time a Princess from some mythical kingdom and a transport copilot from Brooklyn. For sex appeal Olivia de Havilland wears a pair of men's pajamas and takes an on-stage bath (see above). In it love blossoms in a chop suey restaurant, a first-aid class, on a park bench and finally, of all places, at the White House in Washington.

Written and directed by Norman Krasna, *Princess O'Rourke* is the seventh Warner Bros. movie in which the President has "appeared" either by voice or by characterization (*Yankee Doodle Dandy*, *Air*

Force, *Edge of Darkness*, *Mission to Moscow*, *Action in the North Atlantic*, *This Is the Army*). In this one the President's study is used for the stocking-feet wedding of Princess Maria and Eddie O'Rourke. Scene shows State Department bigwig, Supreme Court Justice and the President's Scottie, Fala. All that shows of the President is his right arm.

The essence of America to Americans takes place in the scene after the wedding. Eddie bumps into a White House guard standing in the doorway, worries about the whole affair. Says the Princess: "That wasn't any guard you bumped into. That was the President." Says Eddie: "The President? Holy mackerel, I tipped him a buck! And he took it."

Signed

with the proudest signature
in whiskeydom

Sealed

with the green stamp that
stands for the strictest whis-
key standards in the world

*and
Delicious*

with the fine rich flavor of
Kentucky straight bourbon
whiskey at its glorious best



*Within the ivy-covered
walls of this distillery
no whiskey other than
Old Taylor has ever
been made.*



This whiskey
is 4 years old

AVAILABLE ONLY
from stocks laid by before
the war, which we are
now distributing in reduced
quantities in order to assure
you of a continuous, if limited,
supply. If your licensed dealer
has none today, ask for it again
later on.

National Distillers Products Corporation, New York



Aboard a sleeper plane Princess Maria (Olivia de Havilland), who has taken an overdose of sleeping pills, can't be wakened by the plane's crew.



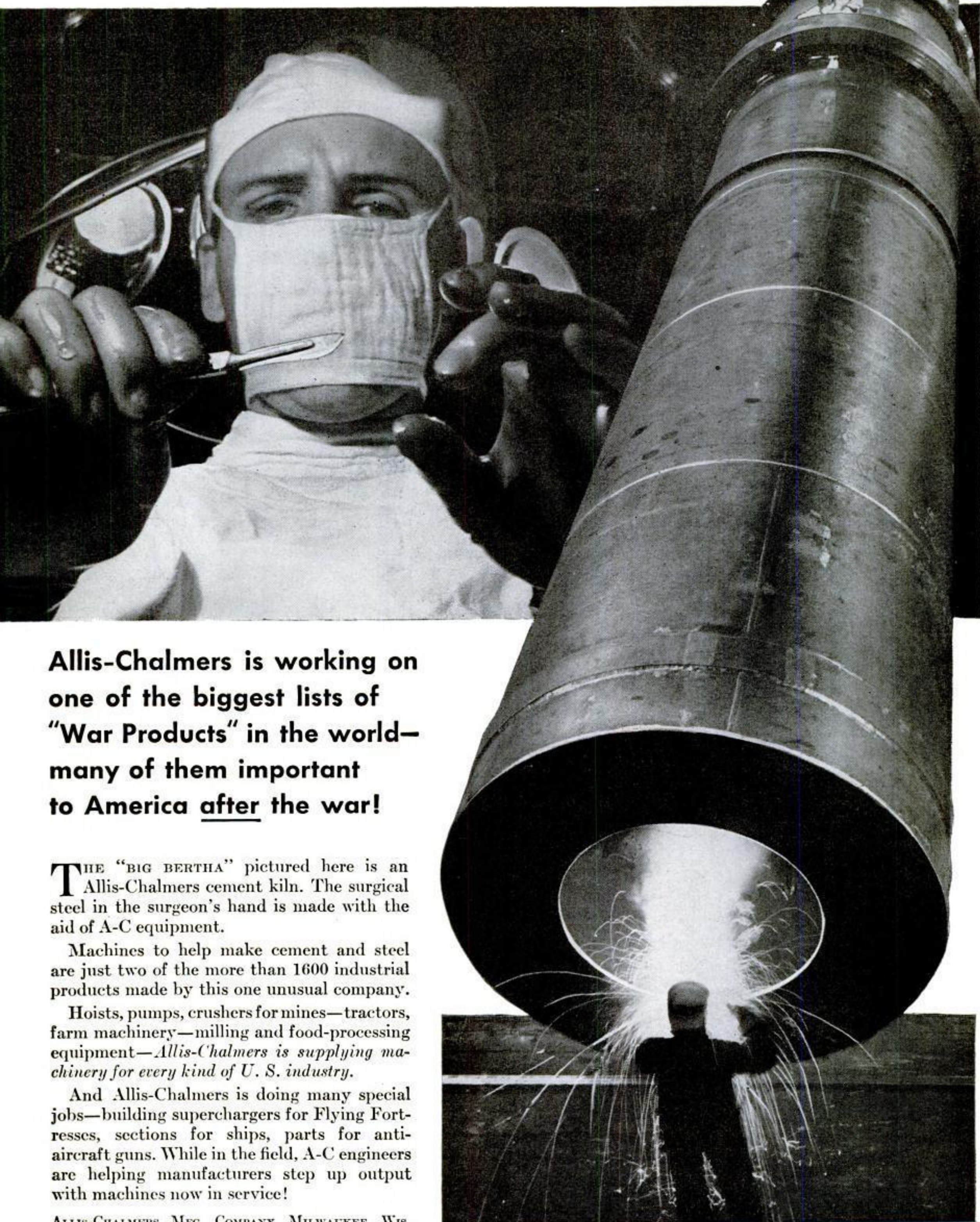
Waking up in a strange apartment the Princess finds that Copilot Eddie (Robert Cummings) has taken her to his room, wants a date for next day.



On a park bench Eddie proposes to the Princess, thinks that she is a poor working girl. When she says no to him, he offers to support her parents.

CONTINUED ON PAGE 72

Guns to Build Cities— Steel to Save Lives!



Allis-Chalmers is working on one of the biggest lists of "War Products" in the world—many of them important to America after the war!

THE "BIG BERTHA" pictured here is an Allis-Chalmers cement kiln. The surgical steel in the surgeon's hand is made with the aid of A-C equipment.

Machines to help make cement and steel are just two of the more than 1600 industrial products made by this one unusual company.

Hoists, pumps, crushers for mines—tractors, farm machinery—milling and food-processing equipment—Allis-Chalmers is supplying machinery for every kind of U. S. industry.

And Allis-Chalmers is doing many special jobs—building superchargers for Flying Fortresses, sections for ships, parts for anti-aircraft guns. While in the field, A-C engineers are helping manufacturers step up output with machines now in service!

ALLIS-CHALMERS MFG. COMPANY, MILWAUKEE, WIS.

VICTORY NEWS

One-Man Hay-Baler Coming! Converting hay-baling into a simple one-man task, Allis-Chalmers tractor engineers have just developed a new one-man pick-up baler. The new machine has been tested in the field and is ready for post-war production. Light-weight and tractor-drawn, it rolls hay into strips and packs it into tight, compact round bales—3 feet long, 65 to 70 pounds.

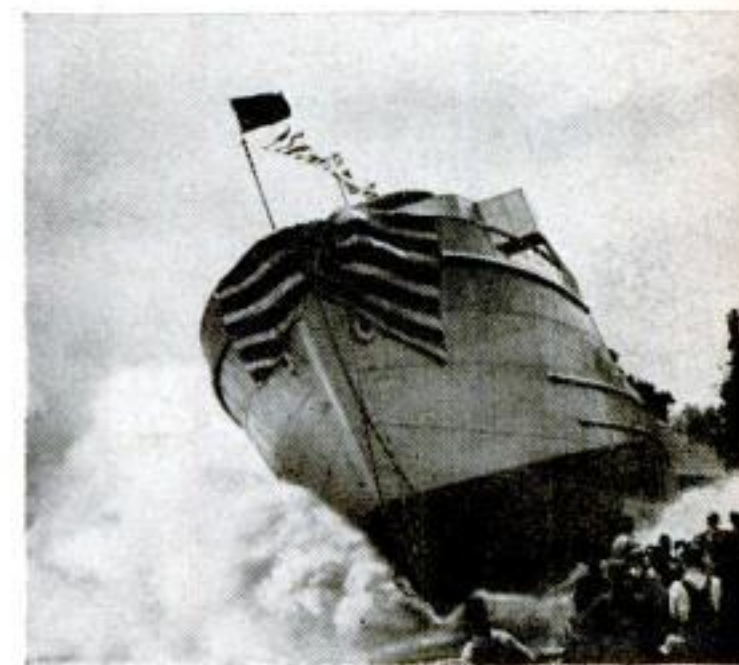
Spencer Stalks, Sinks Sub! On North Atlantic patrol recently, the U. S. Coast Guard Cutter, *Spencer*, picked up the sound of an enemy submarine's motors on its electrically operated detector.



The *Spencer* stalked its victim and made three depth bomb attacks. The sub surfaced. The *Spencer* sank it with gunfire.

Allis-Chalmers-built generators were on the job all the time.

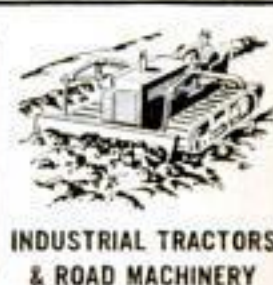
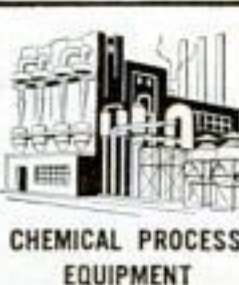
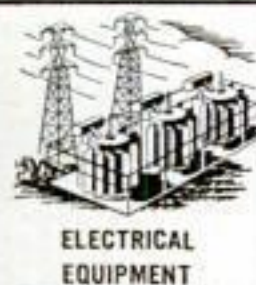
"The slightest failure of our generating plant would have left us dead in the water," the Coast Guard Commandant said. "But the equipment responded perfectly and we did a clean-cut job."



A-C supplies hull-sections, pumps' propulsion equipment for merchant vessels—helps U.S. break shipbuilding records.

Utilities Get A-C Cement. For months U.S. utility companies have had difficulty obtaining supplies of suitable transformer bushing cements because these cements contain strategic materials and production is limited. Recently Allis-Chalmers offered transformer operators its smooth, tight-sealing Magna-Bond cement used for bonding electrical insulators. Unlike others, this cement contains no strategic materials. Thus, it aids the utilities in their vital maintenance work and also conserves critical materials.

FOR VICTORY—BUY BONDS



ALLIS-CHALMERS

SUPPLYING THE WORLD'S LARGEST LINE OF MAJOR INDUSTRIAL EQUIPMENT





We war on Burns!



Research never stops in the war on burns.

Through the years, Norwich research has developed the soothing and protective qualities of UNGUENTINE . . . enhanced its local anesthetic pain-relieving action . . . augmented its antiseptic powers.

That's why UNGUENTINE is America's largest selling burn ointment—"the first thought"* in burns.



These three UNGUENTINE features are the fundamentals of modern treatment for minor burns and scalds. Do not accept any preparation that offers less. Ask for UNGUENTINE and get all three! In handy tubes or family size jars—at all druggists.

UNGUENTINE

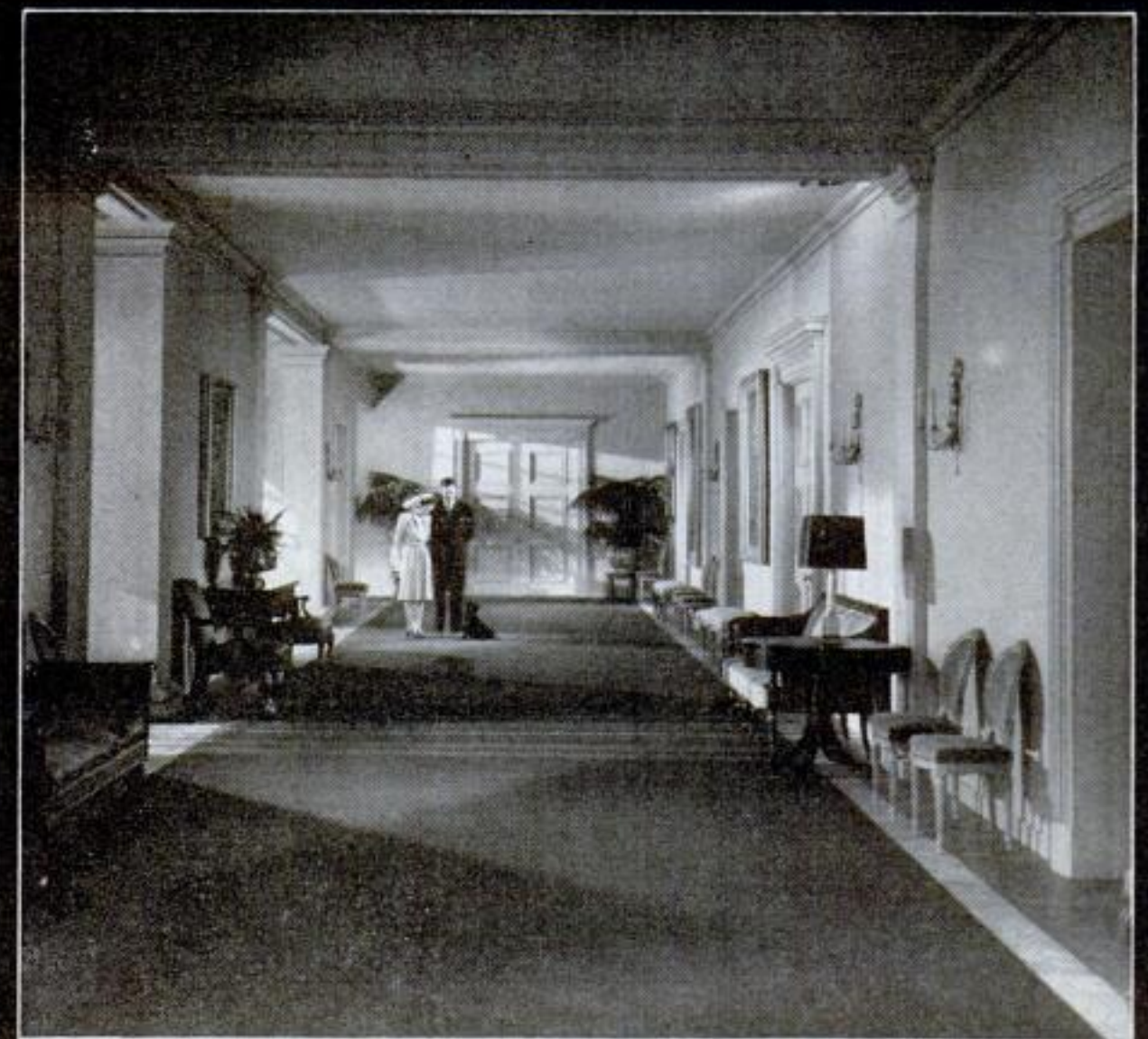
"The First Thought"* in Burns

THE NORWICH PHARMACAL COMPANY, NORWICH, N. Y.

Norwich



*Reg. U. S. Pat. Off.



In upstairs hall of the White House, Eddie and the Princess (her identity disclosed) are greeted by the President's Scottie, Fala. Eddie is amazed.

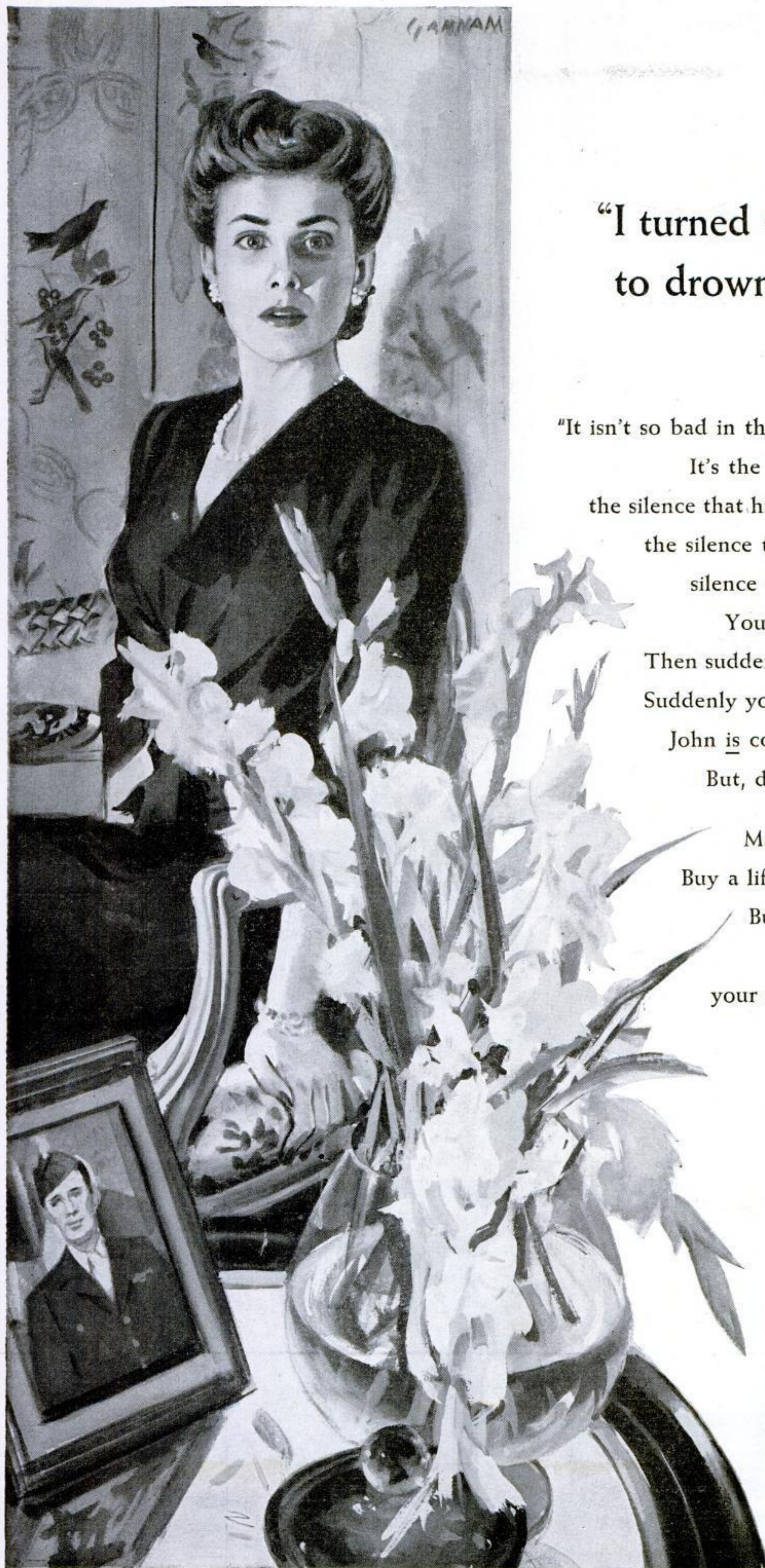


In the President's study, Eddie learns he will have to renounce his citizenship to marry the Princess. He refuses and Maria is sent to her room.



A note for the President is pushed through a crack in the door by Princess Maria who is still in love with Eddie, has been locked in her room.

CONTINUED ON PAGE 74



"I turned the music louder
to drown out the silence..."

"It isn't so bad in the daytime...but the evenings are cruel.

It's the silence that hurts...

the silence that hits you when you enter your apartment...

the silence that hangs over you when you eat alone...

silence that screams...silence that roars.

You turn on the radio to drown it out...

Then suddenly you hear music...music you both loved.

Suddenly you're filled with courage and hope...

John is coming back...he must...he's got to...

But, dear God, make it soon!"

Make it soon!...Buy a moment off this war...

Buy a life that need not be lost...

Buy a decent future for America. You can...

You do...every time you put
your money in War Bonds and Stamps!

A Promise for Tomorrow...

Today war production is our only job. Tomorrow, the things we've learned in war will come to you in as fine a radio as you can buy. The same skill that brought you the magic of FM radio will bring you new miracles of sound.... Remember this,

when you consider
your post-war radio.

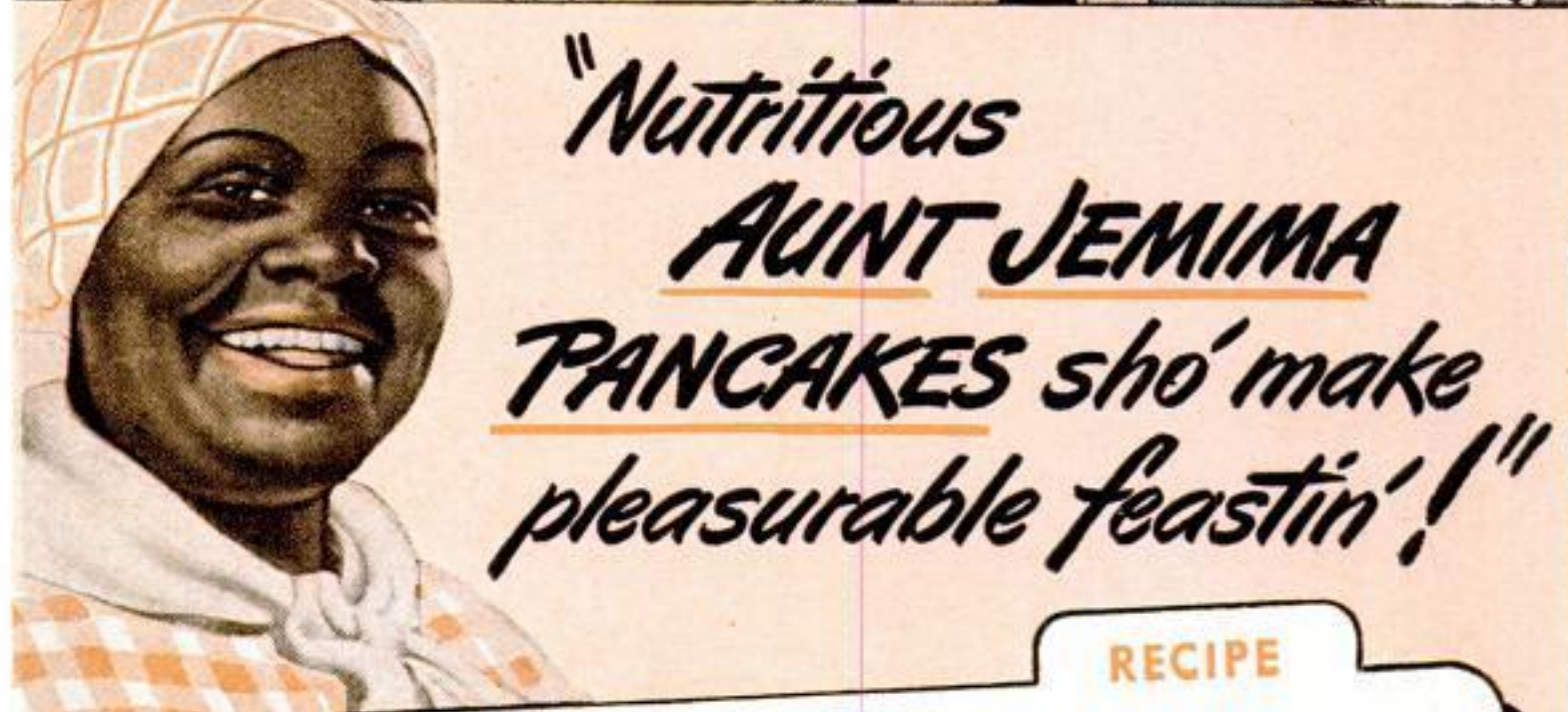


IN RADIOS, TELEPHONES,
SOUND SYSTEMS...THERE IS
NOTHING FINER THAN A

STROMBERG-CARLSON

© 1943, STROMBERG-CARLSON COMPANY, ROCHESTER, NEW YORK

MOM'S TRAINING TABLE FOR THE WILDCATS



*"Nutritious
AUNT JEMIMA
PANCAKES sho' make
pleasurable feastin'!"*

RECIPE



Your family will love Aunt Jemima's magic Muffins, too!

2 cups Aunt Jemima Pancake Flour
1 cup milk
2 tablespoons sugar
2 tablespoons melted shortening
1 beaten egg
(makes 12 delicious muffins)

Mix flour and sugar. Combine milk, egg and shortening, add to dry ingredients. Stir until just dampened and pour into greased and floured muffin tins, filling $\frac{2}{3}$ full. Bake at 425° F. for 20 minutes. If you wish, add chopped nuts or raisins to batter.



GET BOTH KINDS

the **YELLOW BOX** for buckwheats, the **RED BOX** for pancakes and waffles, too! **NOT RATIONED**

"Princess O'Rourke" (continued)



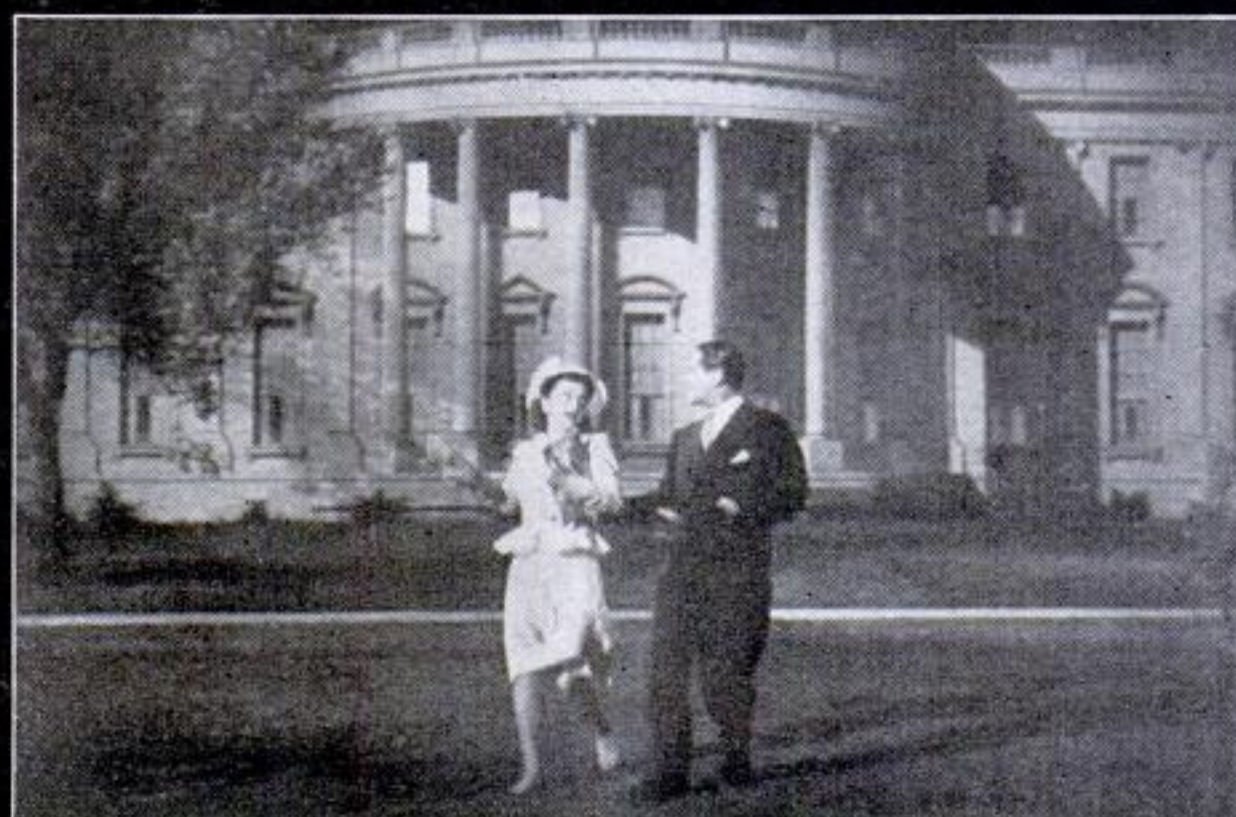
On the other side of the door, Fala barks at the note, finally takes it in his mouth and trots merrily down the long hall to the President's bedroom.



Supreme Court Justice performs the wedding in the President's study. Shoes are taken off so that the Princess' irate uncle will not be awakened.



On leaving study Eddie bumps into a man whom he mistakes for one of the White House guards. He later learns that it was the President himself.



On the White House lawn in middle of the night, Eddie and Maria, who is now just plain "Princess" O'Rourke, stop to talk and put on their shoes.



1. The former Eleanor Frothingham as she looked in 1941 when Cholly Knickerbocker, Society Columnist, chose her as one of Boston's most glamorous deb's . . . a Woodbury deb, of course!



2. Al lost his heart to her in his band-leading days, before he joined up with Uncle Sam's Bluejackets. Today, the brand new Mrs. Albert Navarro still cares for her skin the deb way.



3. "My Woodbury Facial Cocktail keeps my skin the way he loves it—sweet and soft," says the bride. "A brisk lather workout and a quick clear rinse. Woodbury is marvelous for fine-textured skin."

ANOTHER WOODBURY DEB SAYS:

"I Do!"



The groom slips on the ring at the Frothingham-Navarro nuptials—an intimate family affair at New York's St. Regis. The bride's heart-catching beauty is accentuated by the unbelievable fairness of her skin, which she attributes to her faithfulness to mild Woodbury Facial Soap care.

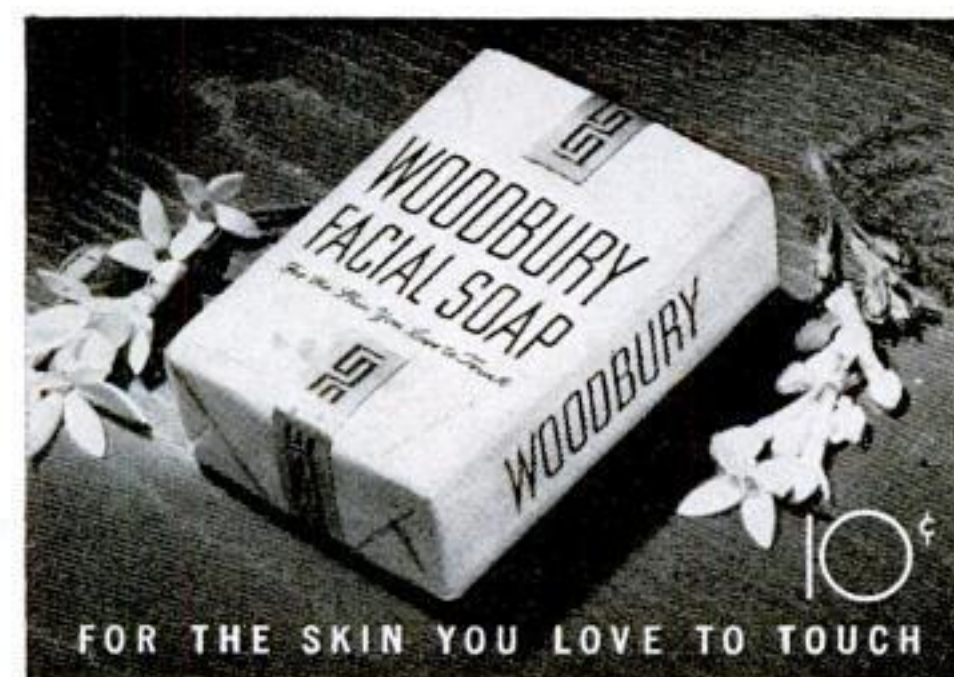
★
BACK
THE ATTACK
WITH
WAR BONDS
★



4. "Going away" in a horse-drawn carriage is amusing wartime-wedding innovation. The warm late afternoon sun highlights Eleanor's fresh-gardenia beauty.



5. It's "anchors aweigh" on Central Park Lake as the b. and g. spend a blissful honeymoon in Manhattan. Woodbury, guardian of her romantically soft skin, takes a bow.



6. A magic package—so filled with Romance! For beauty's sake, make a daily habit of Woodbury—the true skin soap with the special mellowing ingredient for mildness.



COLORFUL ROMANCE

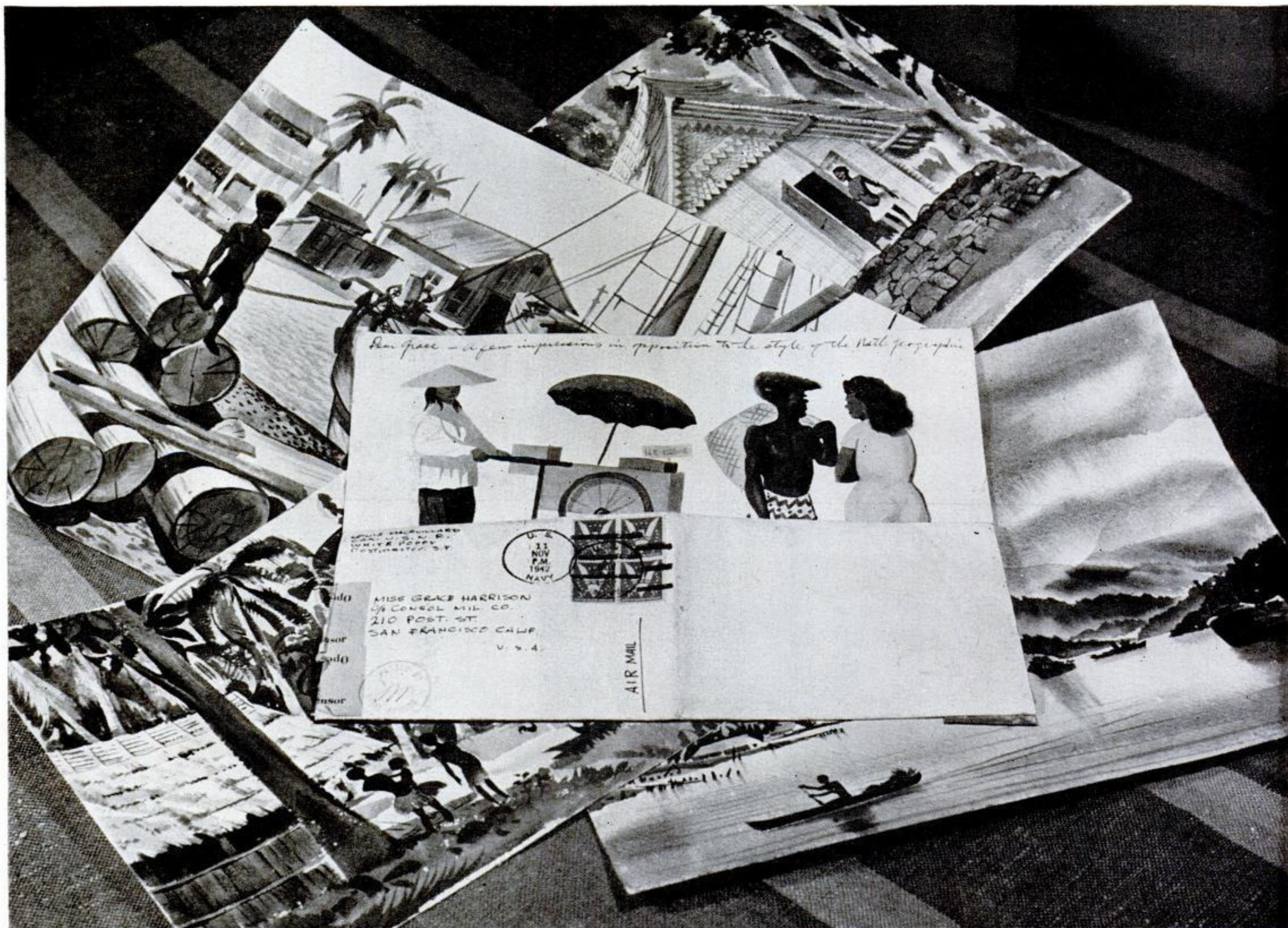
Sailor wins his girl with picture letters from Solomons

The pictures on these pages are really love letters from a U. S. sailor named Louis Macouillard in the South Pacific to a girl named Grace Harrison in San Francisco. As love letters they were highly successful: Grace Harrison became Mrs. Louis Macouillard last July (see left). As works of art, they are also successful inasmuch as they give a bright fresh impression of the people and places in the South Pacific.

Miss Harrison was writing advertising copy when Macouillard went off as a sailor in the Navy and promised to write her faithfully. He did. But because he also liked to draw pictures he found that he could best express himself by making colored sketches of what he wanted her to see. His ship took him to New Caledonia and the Solomons. When he tried to describe the natives he wrote: "Their skin is the color of huckleberry pie." Finding that inadequate he drew and colored pictures of them in their gay costumes. Usually, right under the pictures, he would write such comments as: "This is a beautiful strange new world—green hills and purple mountains surrounded by the emerald sea." In New Caledonia he found "a stunted forest of Naoli trees whose bark feels like the softest of chamois." Moving on to Savo Island and Guadalcanal he painted more pictures and wrote: "A few faded red shacks and twisted palms somehow give a feeling of contented lonesomeness." Some of Macouillard's drawings in this colorful romance are shown on the following pages.

After three months in the Solomons he longed for home, wrote Grace that he hadn't had a single date and that he would give anything to once again stand with her on top of San Francisco's Nob Hill in the fog and wind and catch a cold. Soon after he got his wish and was transferred back to San Francisco where he got his commission as an ensign on July 5. Five days later he married Grace.

ENSIGN MACOULLARD AND BRIDE GRACE HARRISON ARE SHOWN ABOVE AND ON COVER



Picture letters were folded into letter size by Macouillard. He then pasted edges together like an envelope and mailed them to Grace Harrison in San Francisco. Top two pictures

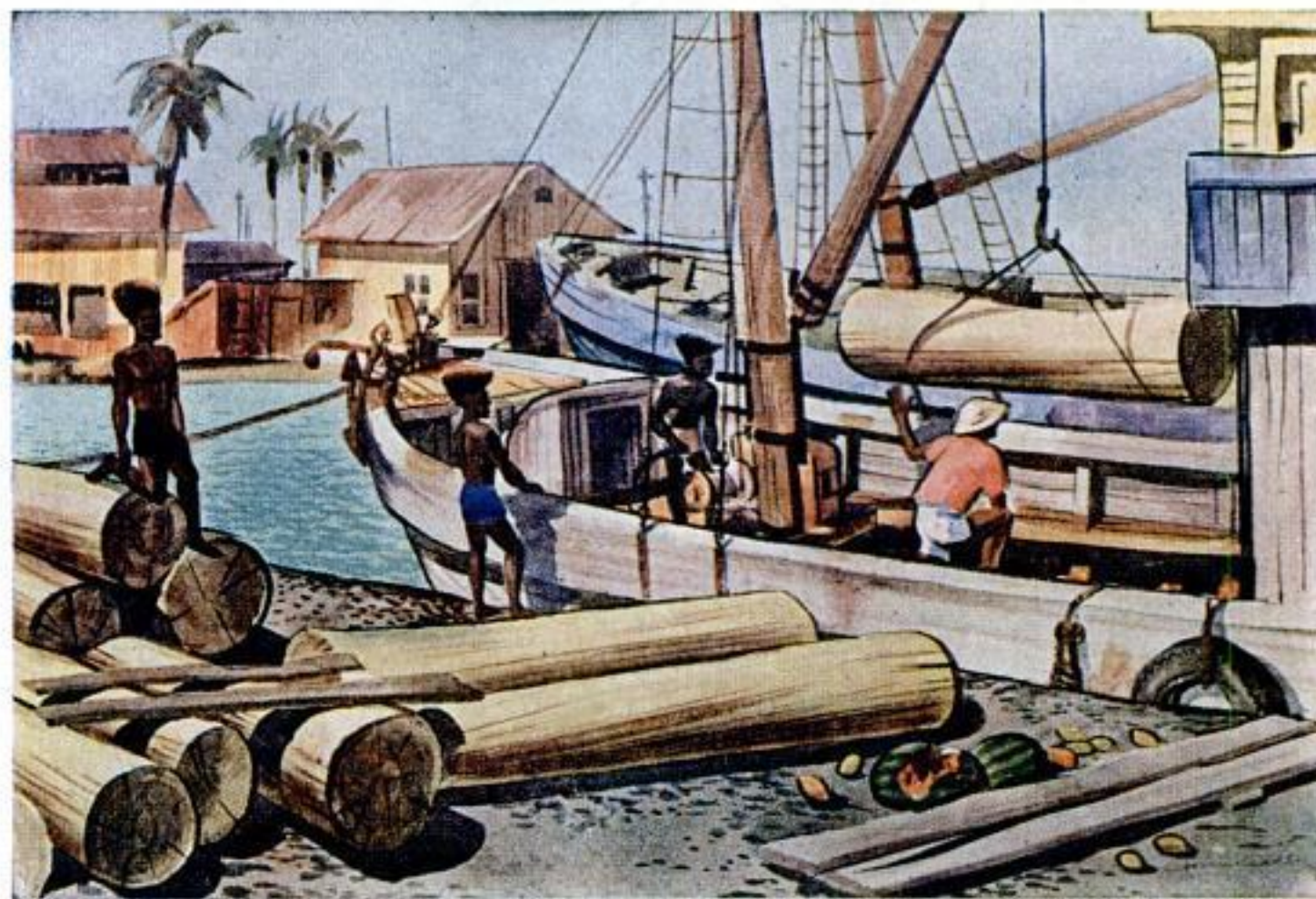
are reproduced on opposite page. Two bottom ones are on page 78. Indo-Chinese ice-cream vendor and native gentleman dating his girl (center) are silhouetted in color on opposite page.



SAVO ISLAND CHIEF (CENTER) NAMED JOHNSON, WITH WIFE AND SON, PROUDLY POSED FOR THIS PORTRAIT. WOODEN KOLA-KOLA BIRD ON CASTLE ROOF IS FOR GOOD LUCK



Main Street, Nouméa, with natives squatting under an American laundry sign was done by Macouillard soon after his arrival at this town near the southern tip of New Caledonia.

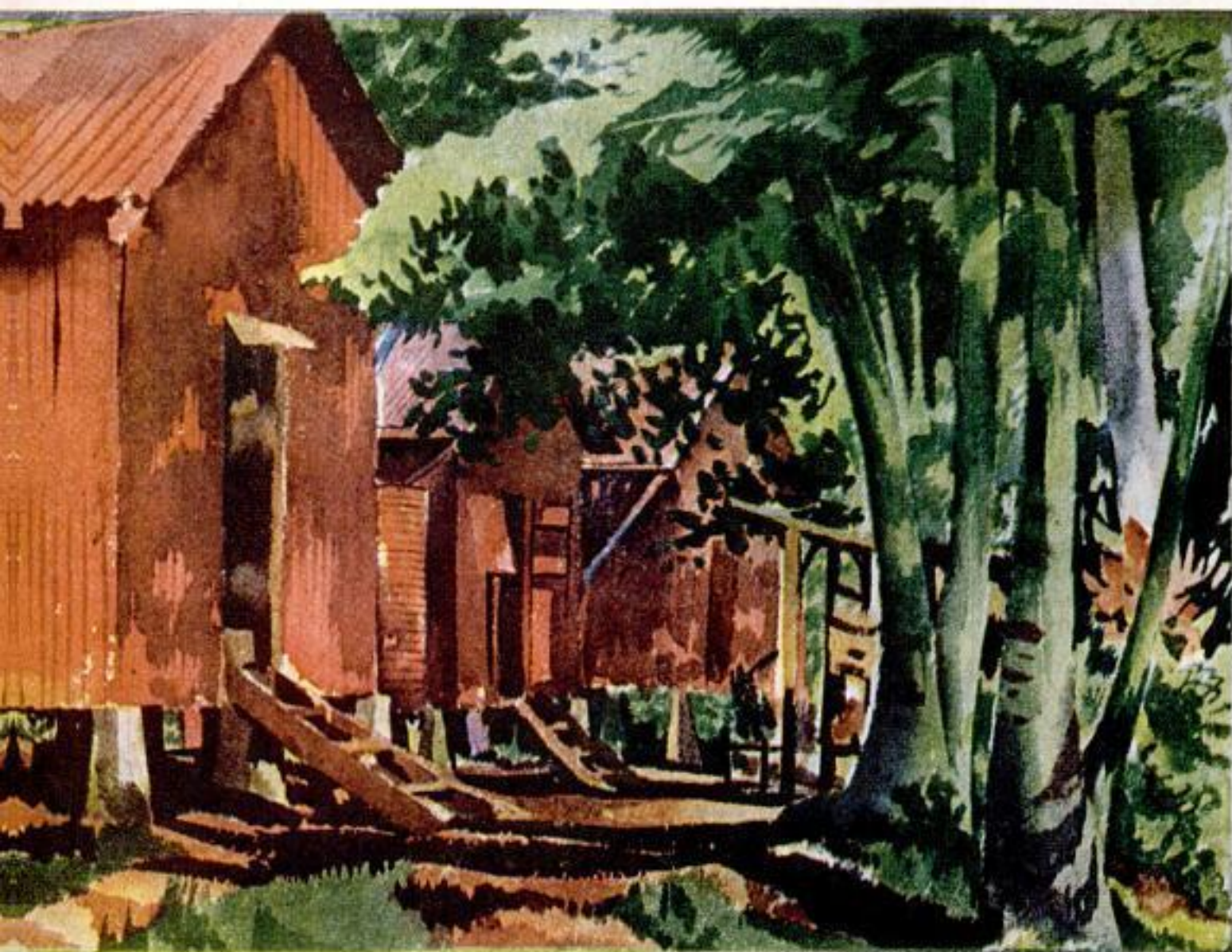


Natives unloading lumber at a dock in Nouméa under the direction of helmeted white skipper was painted by Macouillard just after this cargo had arrived from the Loyalty Islands.

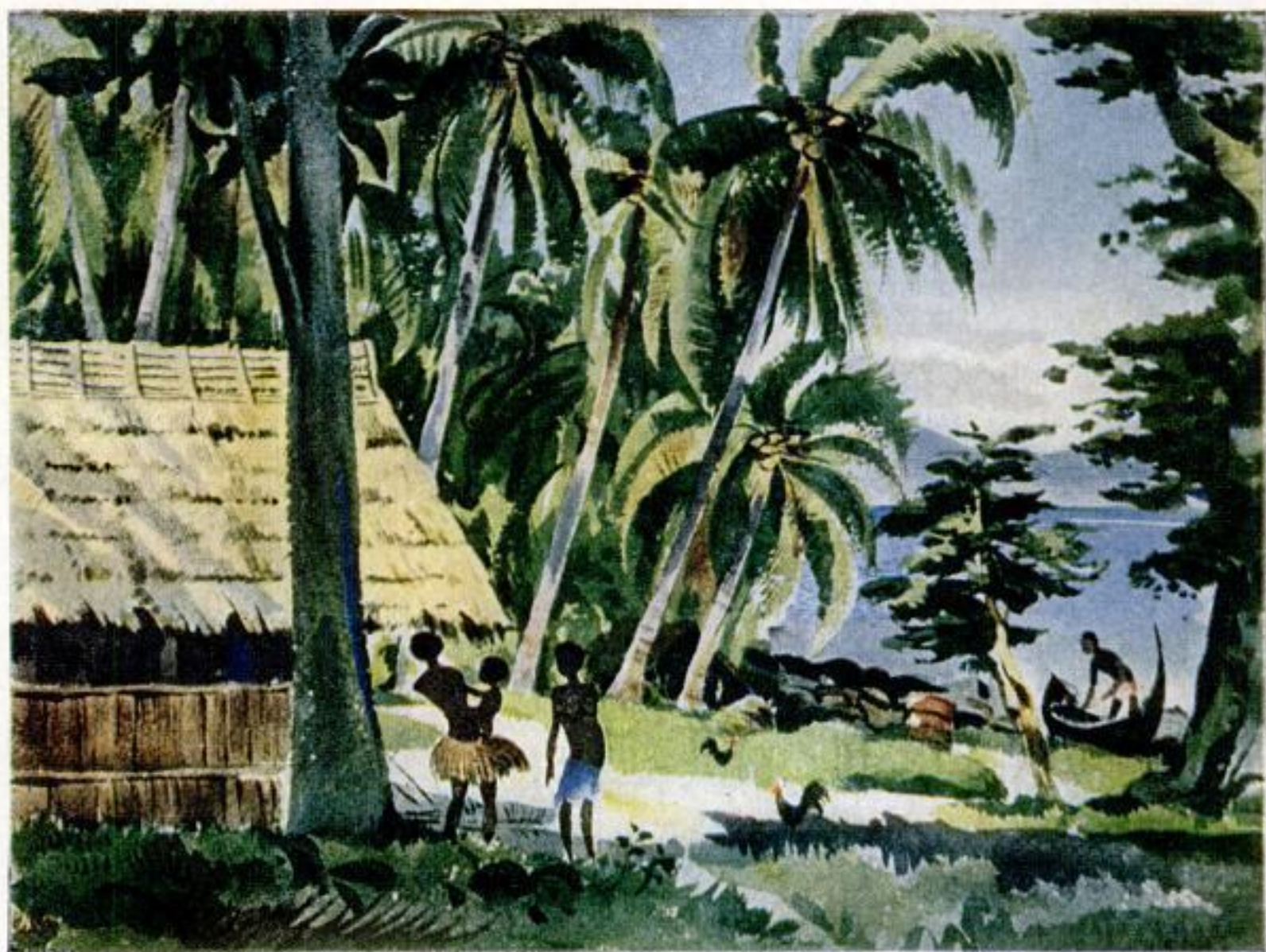




FROM NEW CALEDONIA MACQUILLARD'S SHIP SAILED NORTH TO SOLOMONS, ANCHORED IN TULAGI BAY OFF FLORIDA ISLAND WHENCE NATIVES BROUGHT THEM VEGETABLES



Chinese village of red corrugated-tin houses in Tulagi was taken over by U. S. Army for warehouses and quarters after Chinese had deserted it lest they be mistaken for Japs.



Native village on Savo Island off Guadalcanal was 20-mile trip from Tulagi. Natives in canoes like one shown here on beach saved many American fliers forced down in Solomons battle with the Japs.





A tribute to the brave men of the fighting Army Ordnance

"ORDNANCE DOCTORS" OPERATE UNDER FIRE

WITH JEEPS FROM WILLYS-OVERLAND

THE SUN
NEVER SETS
ON THE
MIGHTY JEEP

OUT there where the fighting is toughest... amid bomb bursts and shell bursts... under planes that scream down from hot desert skies... or in the clutching mud of rain-lashed jungle... you'll find them... the "doctors" of the Ordnance Department... "operating" on the "casualties" of Uncle Sam's mechanical equipment.

Our men of the U. S. Army Forces look to the Maintenance Units of the Ordnance Department to see that every gun, small arm, machine gun, every truck, tank, Jeep or tank killer disabled in battle shall go back into action at the earliest possible moment.

Repairs must be made on the spot... wherever that spot may be... on any terrain... in any weather... with capable hands and calm steady nerves, though death screams by on every side.

Like the unit depicted here... throughout the battle and beyond it... yesterday, today, tomorrow... the men of the Ordnance Maintenance Units must answer the call

to hundreds of trouble spots on hundred-mile fronts.

"Though dog tired, after heroic service all day in a dozen hot sectors... the tough ordnance officer and his crew who figure in this incident responded at once to our hurry-up call," said the tank officer who told us the story on which the above picture is based.

"As they gunned their Jeep back into the thick of it, enemy shelling was at its peak", he said.

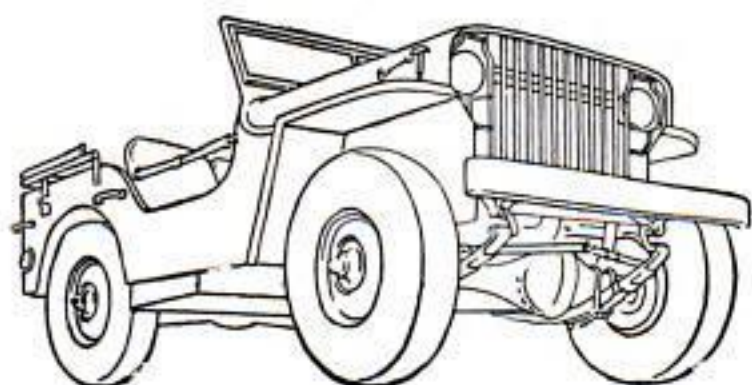
"They roared down the shell-strafed road and across the open desert to us, with no defense except the speed and agility of their Jeeps. The one in which their Commanding Officer was riding came up spattered with shell fragments. The other Jeep, carrying the repair equipment and spare parts, was also hit and damaged.

"The Ordnance 'doctors' started their operation on our tank track under a hellish aerial bombardment. They worked fast, but with as steady a nerve as if they were at home on Main Street in a peaceful garage. Seven artill-

lerymen died as an enemy shell burst on a gun position a hundred yards away. Wounded and killed were falling all around. The Ordnance 'doctors' worked on.

"In an amazingly short time they had the damage repaired, and before we mounted our tank to go back into action, their trusty Jeeps were already high-tailing it across the sand and down the flaming road to their base for the next assignment."

Wherever U. S. Army Forces are operating, they will tell you there's no service more important to them than the Maintenance Units of the Ordnance Department. These indispensable crews of "Ordnance Doctors" and their every-ready faithful Jeeps are on the job to "keep 'em rollin'." In these Jeeps of the Ordnance, the power, speed, agility and amazing dependability are guaranteed by the Willys-Designed "GO-DEVIL" Engine, the design of which was perfected and is owned exclusively by Willys-Overland.



U. S. ARMY JEEP

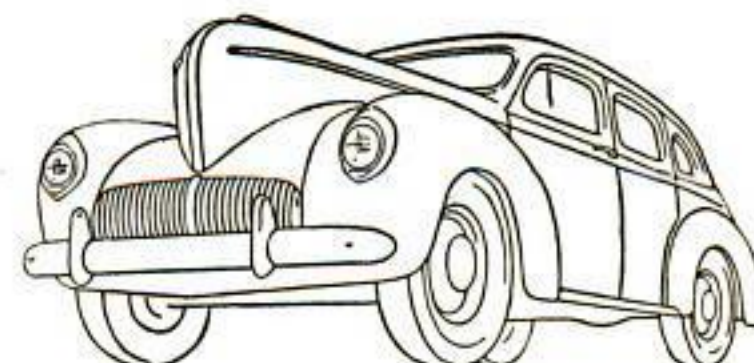
WILLYS

MOTOR CARS

TRUCKS AND JEEPS



THE GO-DEVIL ENGINE—power-heart of WILLYS CARS and all JEEPS



AMERICAN—the People's Car



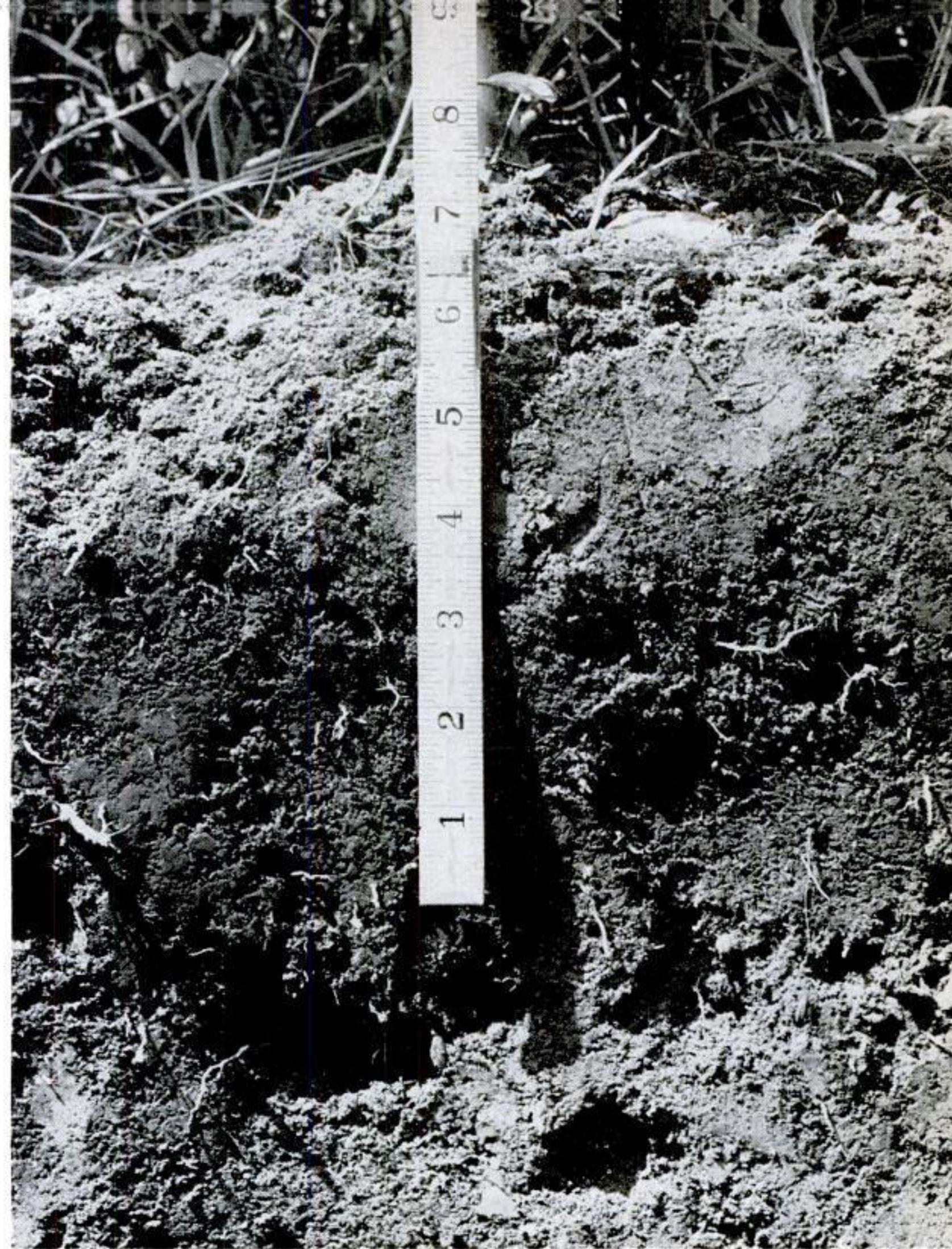
For Men of Wisdom....LORD CALVERT

"CUSTOM" BLENDED for the enjoyment of those who can afford the finest... Lord Calvert has been for years the most expensive whiskey blended in America. So rare...so smooth...so mellow...it has never been produced except in limited quantities. Each bottle is numbered and registered at the distillery by Calvert.

LORD CALVERT IS A "CUSTOM" BLENDED WHISKEY, 86.8 PROOF, 65% GRAIN NEUTRAL SPIRITS. CALVERT DISTILLERS CORPORATION, NEW YORK CITY.



TOPSOIL OF THE U. S. WAS ONCE A 9-IN. BLANKET OVER LIGHTER, INFERTILE SUBSOIL



AFTER YEARS OF CARELESS FARMING, THE TOPSOIL COVER AVERAGES ONLY SIX INCHES

U. S. HAS LOST THIRD OF TOPSOIL

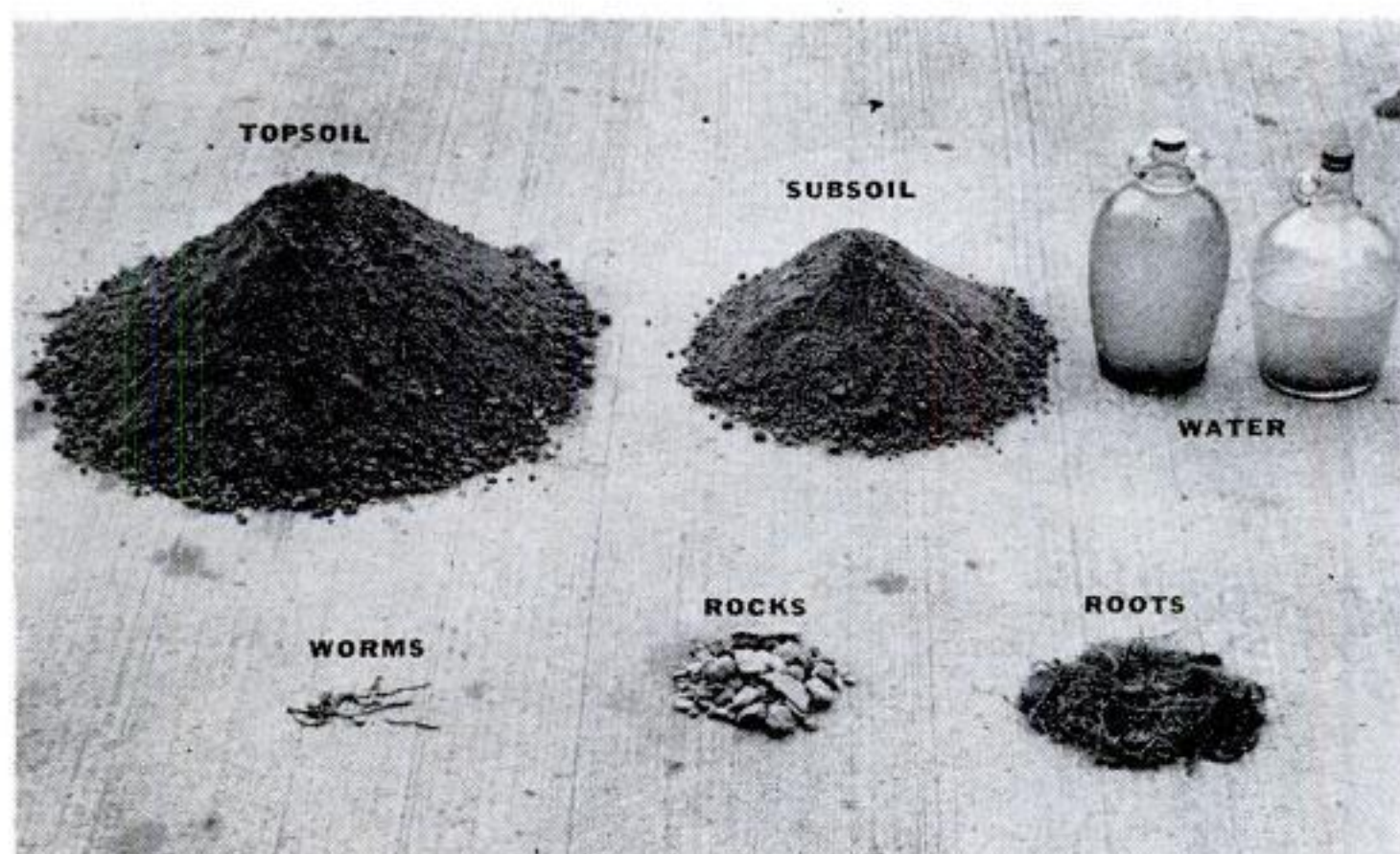
Farmers are only gradually learning to control erosion by contour plowing and use of cover crops

America's most precious natural resource is its soil. When men first farmed the U. S. they had, as an average over the nation, nine full inches of fertile topsoil in which to plant their crops, but in 200 years of careless farming the top three inches have been allowed to wash away. The remaining six contain fewer available plant-feeding chemicals, less moisture and organic matter than the original nine. This new six-inch average for the U. S. means that there are huge areas which have been swept complete-

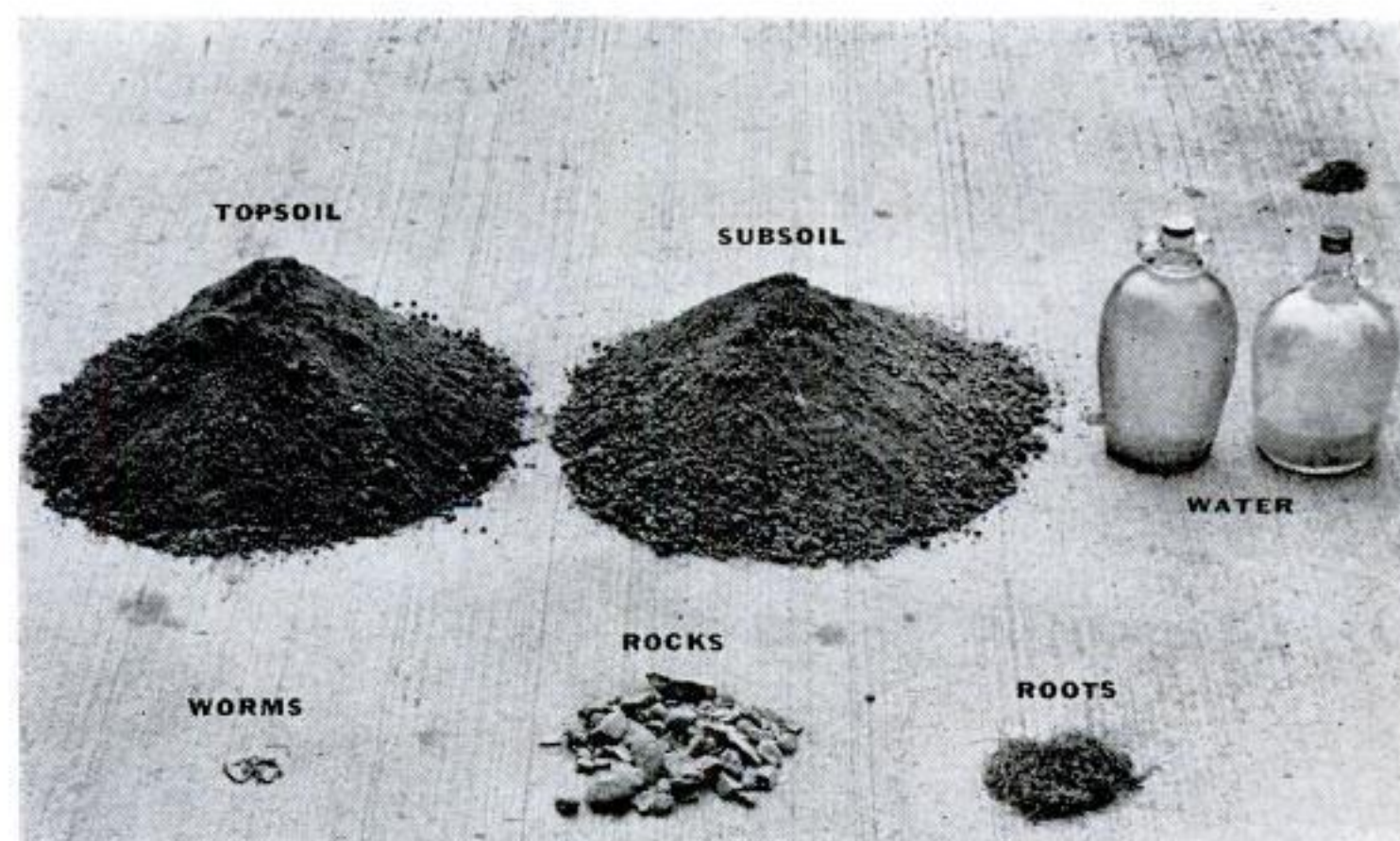
ly bare of topsoil—areas which would take nature thousands of years to build up again. And each year these areas are enlarged, especially after the harvest, when the rains wash another 200,000 acres of farmland irretrievably into waterways and the sea.

Each tiny rivulet which flows across the land after a rain washes away more soil the faster it runs. For ten years field agents of the U. S. Soil Conservation Service under Hugh Hammond Bennett have been informing farmers how to save their soil by slowing

up the water. Their chief lessons are: plow along the level contour of the land, not up and down the slopes to make a raceway for the rain; on steeper hillside fields plant deep-rooted, water-holding cover crops like clover or kudzu; plant fields in strip-crop rotation. By now some, but not nearly enough, farmers have learned that good conservation means not only the saving of the land itself but 20% higher crop yields per acre, usually enough to meet wartime production goals even in the face of labor shortages.



With nine inches of topsoil, a cubic foot of earth contains only 22 pounds of subsoil compared to 63 pounds of topsoil. There is a gallon and a half of water, plenty of worms, roots.



With six inches of topsoil, cubic foot of earth is left with almost equal proportions of infertile subsoil and fertile topsoil, more rocks, less water, fewer roots and almost no worms.

Soil Erosion (continued)



Topsoil has gone from field leaving cemetery, protected from erosion by grass cover, standing foot and a half above. Less than a century ago field and cemetery were at the same level.

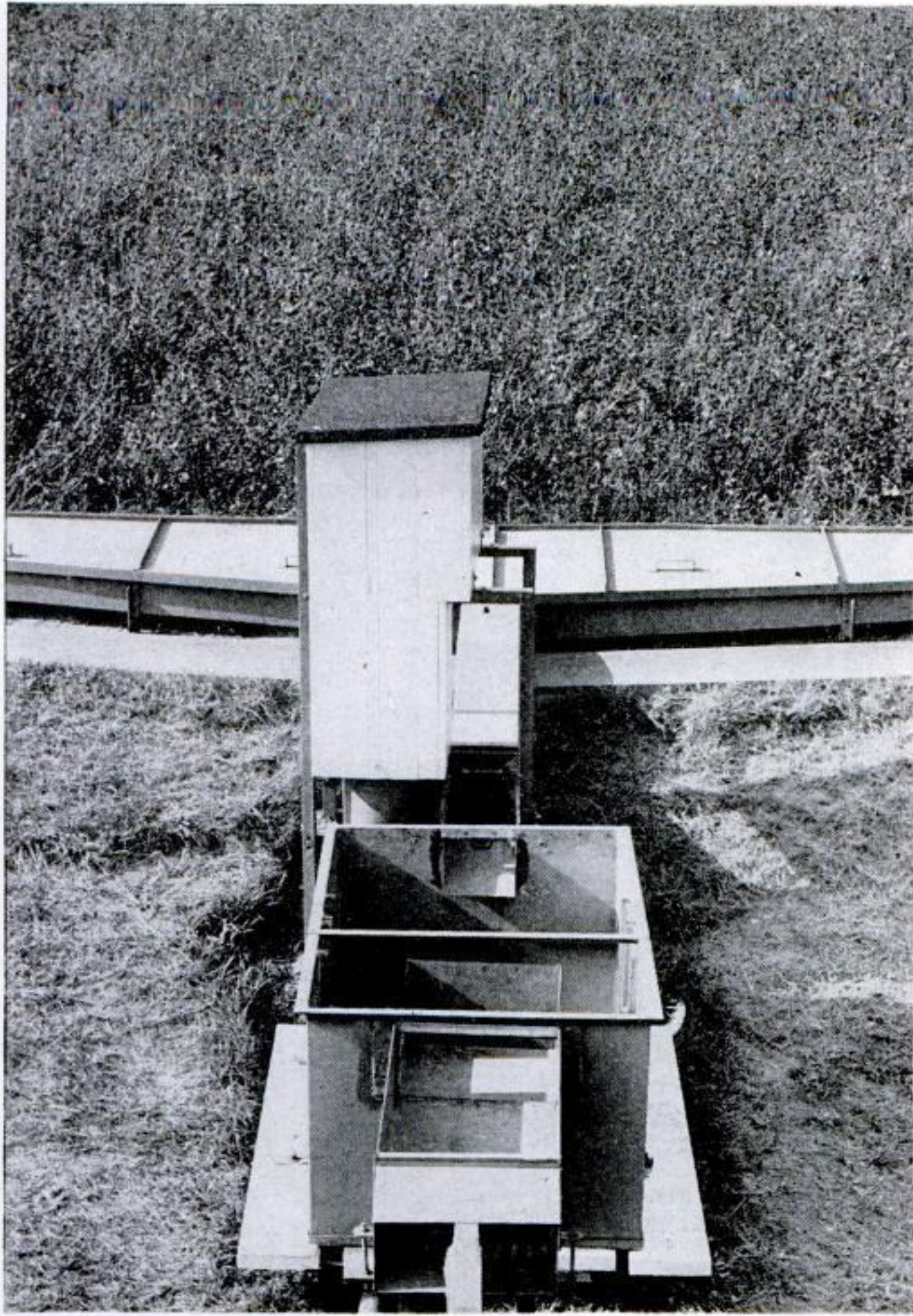


Sheet erosion over wide, gently sloping surfaces is almost imperceptible but in time leaves a rocky surface like this with nothing but tiny pillars of topsoil underneath the rocks after rain.

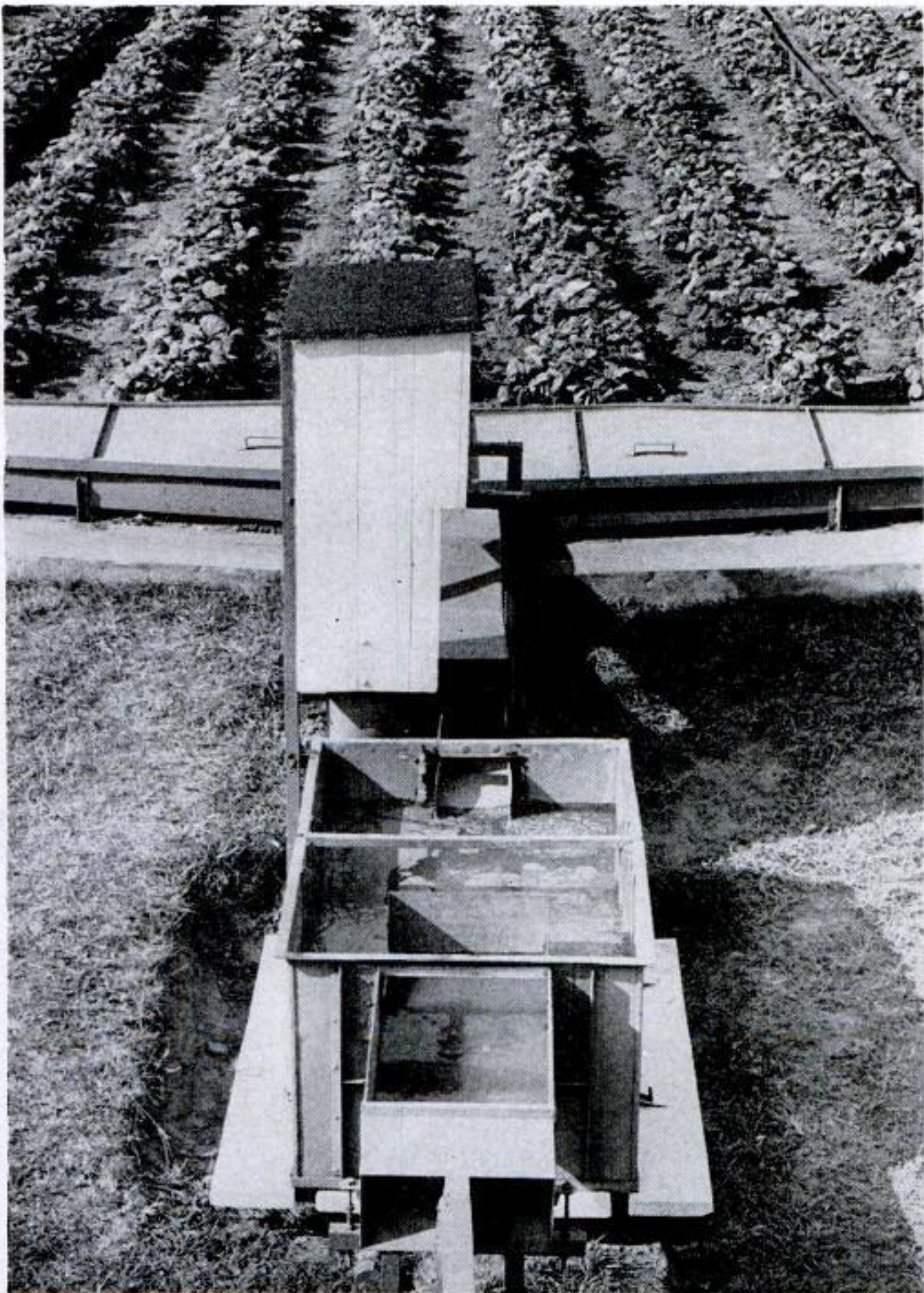


Twenty years' erosion has carried away a 10-ft. layer of soil from around the roots of this Missouri oak. In this case rainwater dripping off the eaves of the house in background started a

small stream which grew larger and eroded away more soil following each rainstorm. Unless the owner diverts the water or plants his yard, the whole tree eventually will be carried away.



Value of cover crop in reducing run-off of rain and soil is shown in these two pictures. Here negligible amount of run-off water flows into gauge from field of clover.



Cultivated slope above provides waterways between rows for soil-laden water. Half year's rain washed off 3,200 pounds of soil per acre into the measuring tank below.

CONTINUED ON NEXT PAGE

Of course you'll want the MATCHING SHIRT

—specially designed to be
worn with REIS Scandals

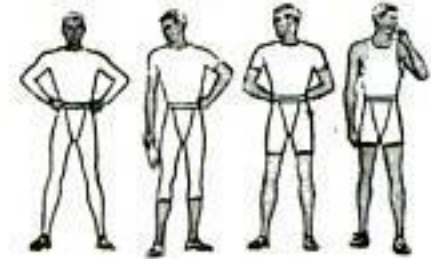


The Reiss shirt is specially shaped to follow "leg-line" of shorts.

Reis' exclusive "HI-WAIST" design insures proper fit and snug support.

Reis' patented Dart-stitched, non-sag pouch conforms to crotch contour.

• Here's the shirt men really go for! Neat, trim, cool as an ocean breeze, it's designed to be worn with Reis Scandals. Shaped to follow "leg-line" of shorts. Buy both Reis shirts and shorts for greater comfort! Only Reis Scandals gives you the patented Dart-stitched, non-sag pouch which conforms to crotch contour and gives *real support*! We are making every effort to keep our dealers supplied—and to meet the heavy demands of the Armed Forces.



★ Five styles—year 'round weights. ★



CHANGE TO

FOR GREATER COMFORT

REIS

UNDERWEAR
SPORTSWEAR
PAJAMAS • HOSE

ROBERT REIS & COMPANY

2 PARK AVE., NEW YORK CITY

In The Service

"....and I'm so glad you're better and that things are pleasant for you at the hospital. Be sure to do what they tell you, and you'll be back with your 'outfit' that much quicker. Write again soon."

MOTHER

"P.S. Your nurse must be wonderful! Tell her how much I appreciate what she is doing for you ... and all the others."

THE ARMY NEEDS NURSES

TIME TO RE-TIRE
REG. U. S. PAT. OFF.

FISK

Chicopee Falls, Massachusetts • Division of United States Rubber Company
Makers Of The Safety Stripe Tread



In soil conservation district (*above*) Texas farmers have utilized the main features of erosion control including strip-cropping, contour plowing and contour terracing. This contour pattern of farming extends across property lines so that erosion in the whole area will be governed.

Water is held by these contours (*below*), giving it a chance to penetrate into the ground where it will be held in reserve for the dry season. Good way to reduce flood volume is to contour the land which will then hold back run-off from heavy rain until it can be normally carried away.





There's plenty of
Old St. Croix at your
favorite store

No more shots in the dark!

...for color now reveals which vitamins you need!



TIRED, NERVOUS PEOPLE
who need B-Complex vitamins simply select the RED capsules in the RED box.

CHRONIC COLD CATCHERS
needing vitamins A & D for resistance select the YELLOW capsules in the YELLOW box.

GENERALLY RUN DOWN
folks who need all 6 important vitamins, select the ORANGE capsules in the ORANGE box.

BENEFAX
VITAMIN B COMPLEX
75c

BENEFAX
VITAMINS A & D
40c

BENEFAX
MULTI A B C D E VITAMINS
\$1.00

Ask your Druggist for

5 REASONS WHY YOU CAN "BANK ON BENEFAX" VITAMINS

1. With the exclusive Benefax "color plan," you will find it easy at your drug store to select *instantly* the types of vitamins required to fill your own individual needs.
2. You take only *one* Benefax capsule daily—and one daily capsule is all you pay for.
3. Benefax Vitamins are guaranteed by the

makers of *Anacin*. No higher quality vitamins are in existence today... at *any* price.

4. Benefax Vitamins cost you only a *fraction* of the average price which is demanded for the 10 most popular brands.

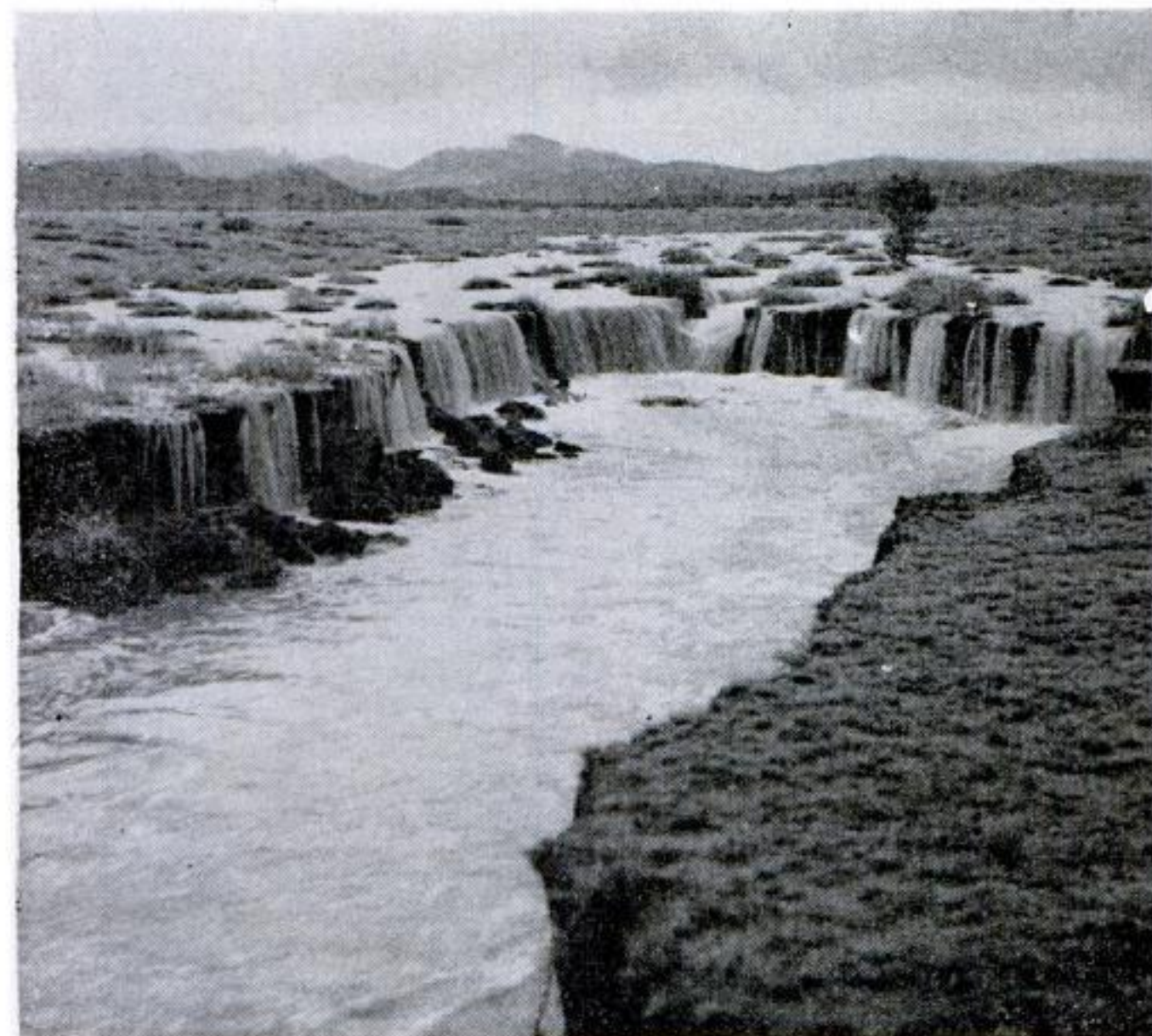
5. If for any reason you should fail to be satisfied—and *enthusiastic*—about results, we will cheerfully refund *double* your purchase price. So any way you look at it—YOU CAN "BANK ON BENEFAX"!

The Anacin Company, Distributors, Jersey City, N. J., U. S. A.

BENEFAX
Reg. U. S. Pat. Off.
VITAMINS YOU CAN TRUST



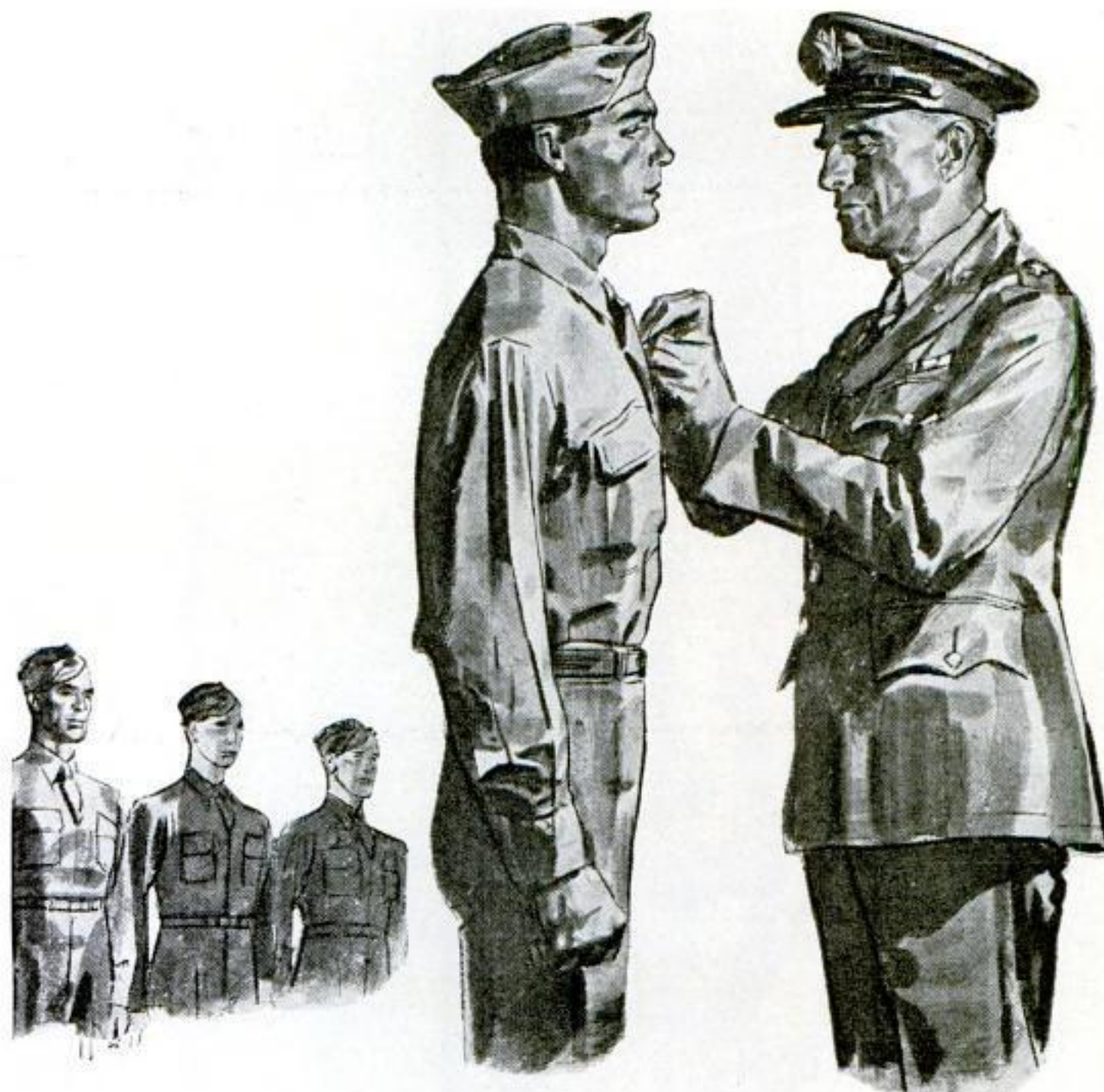
Rutledge's Gully cuts through intensively farmed land of Southern Georgia. This example of gully erosion grew into canyon 150 ft. deep, is now too big to control.



Waterfall gully, a result of overgrazing which killed grass cover, appears on Texas plain. Such a gully will grow bigger at rate of two feet an hour in a heavy storm.



Up and down plowing like this is an open invitation to gully erosion after rainfall. This is in Pennsylvania where danger of erosion is just as great as in Midwest states.



"For gallantry above and beyond the call of duty"



ARMY MEDAL OF HONOR

WHAT does it mean when one of our heroic fighting men is awarded a decoration for "gallantry above and beyond the call of duty"?

It means that this man has done something *more* than he was called upon to do in the regular line of duty—that he has voluntarily risked his life to serve his country.

Risked his life? Many an American hero has deliberately *given* his life, going to certain death knowingly and unafraid.

There were the American flyers who went out to meet the Jap fleet at Midway, knowing that they did not have enough gas to get back. There was the American submarine commander, who, wounded by Japanese gun fire on the bridge of his submarine, ordered his men to "take her down"—*without him*.

There was—but why go on? The jungles of the South Pacific, the sands of Africa, the wastes of many

a distant battlefield are dotted with the graves of gallant men who have made the supreme sacrifice for our country—for us.

In the face of such devotion and courage, can we on the home front say that we have done our duty when we have put 10% of our incomes into War Bonds?

What sacrifices can we make to compare with theirs? What can we do that is too much—or even enough? The *least* we can do is to put every dollar we can scrape together, at any cost in personal privation, into War Bonds—*more* War Bonds and **STILL MORE** War Bonds.

It is for us to pay for the ships and planes and guns our fighting men need. *They* are giving their lives: *We* are not even asked to give our money; we are merely asked to *invest* it—in the safest securities in the world.



NAVY MEDAL OF HONOR



DISTINGUISHED FLYING CROSS

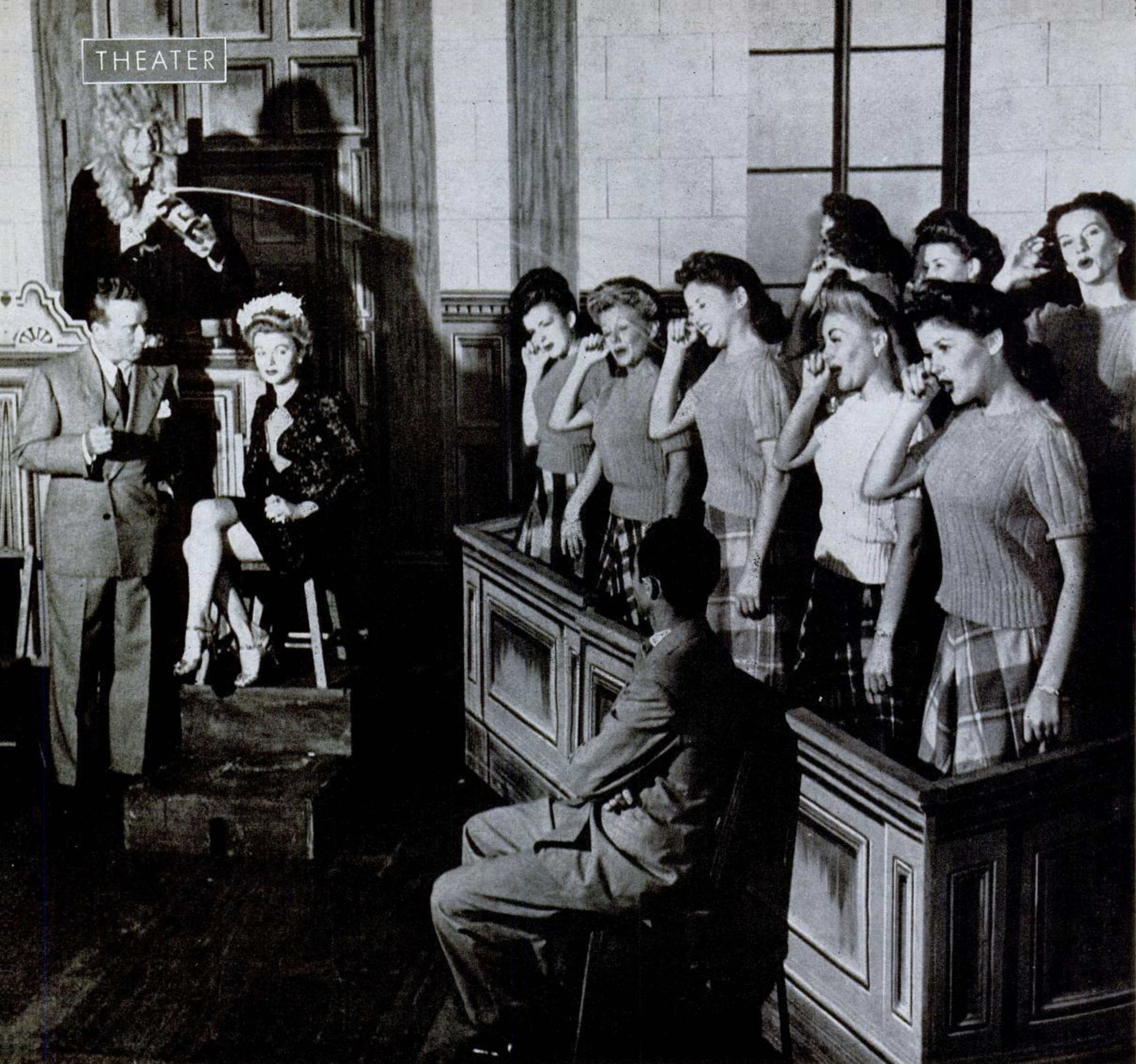
FACTS ABOUT WAR BONDS

1. War Bonds cost \$18.75 for which you receive \$25 in 10 years—or \$4 for every \$3.
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KEN MURRAY, AS THE JUDGE IN THIS SKIT, SQUIRTS SELTZER AT ALL-SWEATER-GIRL JURY. JACK MULHALL, FORMER MOVIE STAR, IS AT LEFT. ON THE STAND IS JEAN STAFF



The girls of 1983, who are in sharp contrast to *Blackouts*' regular line (top, in jury box), sing and dance *Flat Foot Floogie*. The implication is that the show will run for 40 more years.

"BLACKOUTS OF 1943"

This rowdy revue is biggest hit in Los Angeles

Like Chicago's *Good Night Ladies!* (LIFE, Sept. 6), Los Angeles' *Blackouts of 1943* is a long-run provincial hit. Whether or not it would succeed on sophisticated Broadway should be of no consequence to its producers. For now, in its 68th week at the 1,200-seat El Capitan Theatre, it is still playing to capacity audiences in a city that had never before allowed a stage revue to linger longer than two months. But longevity in one locale is not the only thing that *Blackouts* has in common with *Good Night Ladies!* Like its Chicago dramatic counterpart, it is fast, fleshy and funny. It incorporates all the elements of burlesque with the exception of the intermission hawker who retails novelties for the gentlemen only.

The star and producer of *Blackouts of 1943* is impudent, cigar-smoking Ken Murray. He serves as master of ceremonies, performs in the skits, breaks up the specialty acts and lies before the curtain during intermission and chats chummily with the audience, many of whom have already seen the show two and three times.

CONTINUED ON PAGE 30

MICKEY ROONEY JUDY GARLAND

A gay fan-fare of laughter, dance and song... whirls of girls and a riot of fun — all set to the tune of glorious Gershwin music. Here's another gem from M-G-M — with a **Broadway** flair and a **Western** air.



M. G. M.'s GIRL CRAZY

GIL STRATTON · ROBERT E. STRICKLAND
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Screen Play by Fred Finklehoffe · Based Upon Musical Play
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George Gershwin · Lyrics by Ira Gershwin · Directed by
NORMAN TAUROG · Produced by ARTHUR FREED
A METRO-GOLDWYN-MAYER PICTURE

Beloved
GERSHWIN
Tunes

"I Got Rhythm"
"Bidin' My Time"
"Embraceable You"
"Could You Use Me"
"They're Writing Songs
Of Love But Not
For Me"

TOMMY DORSEY
and his Orchestra



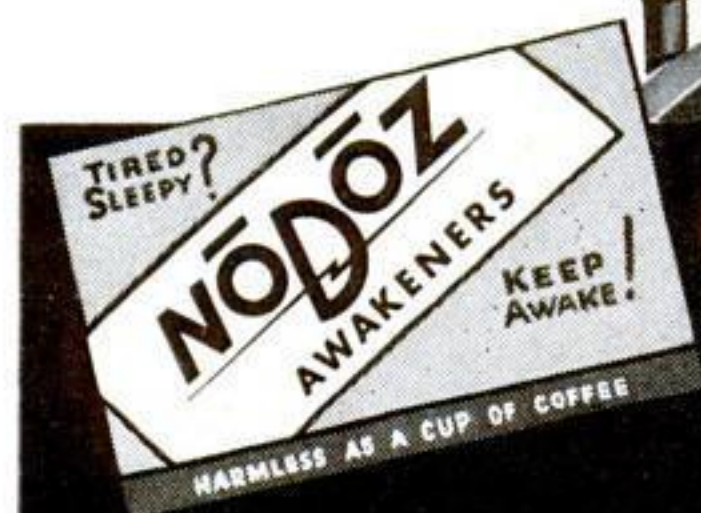
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Carry a reserve supply of pep in your pocket or purse. NoDoz Awakeners help you keep awake... keep alert... help you think better and work better. They're made from caffeine, as in coffee, and are harmless as coffee. When the going gets tough, and you have a job to do... take a handy NoDoz Awakener tablet... and *wake up*.

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25¢
AT YOUR
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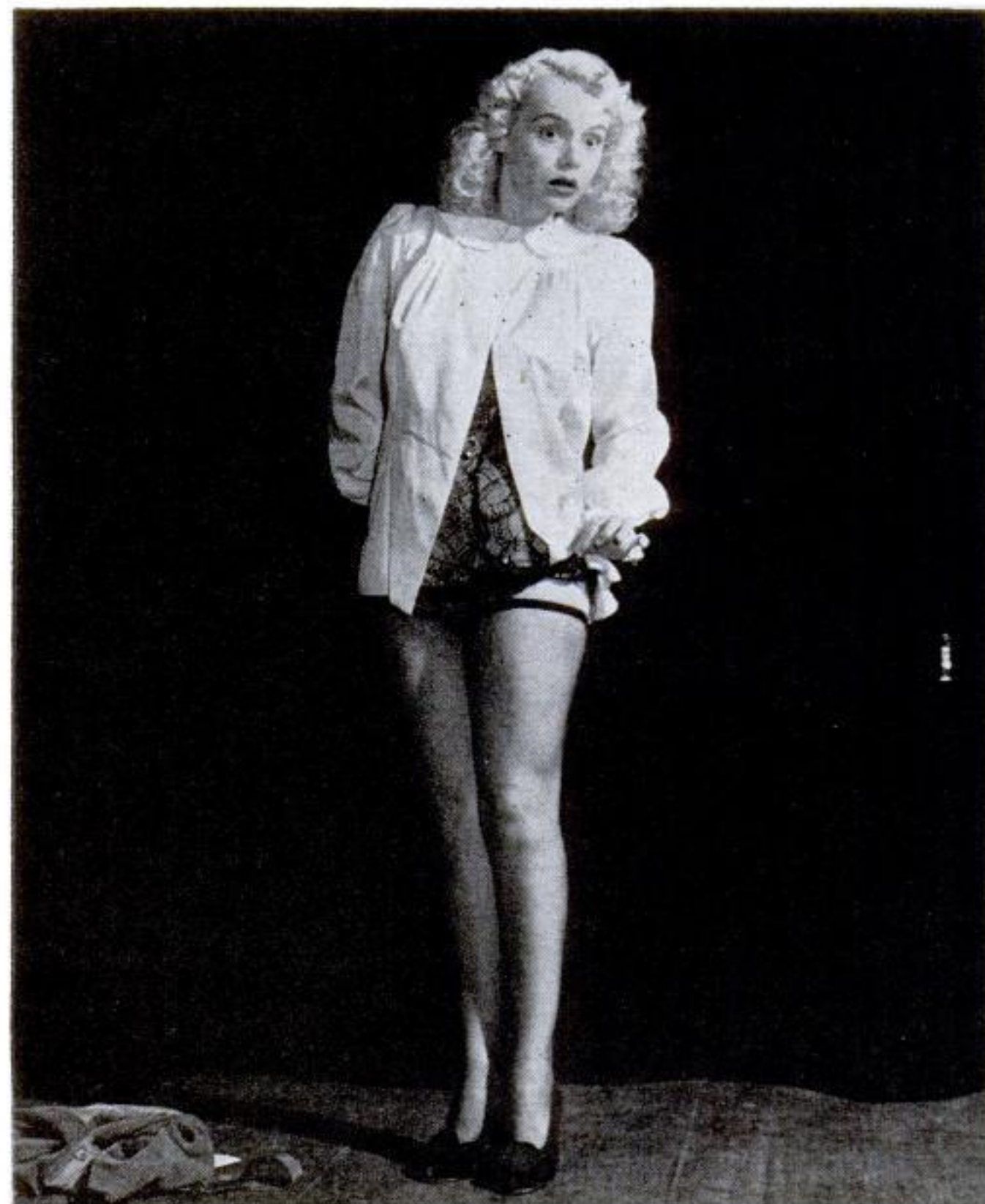


A willingness, on the home front, to get along with less than the customary amount of such preferred products as Utica Bodygard Underwear, is making it possible for industries like ours to give to freedom's fighting men the vital materials necessary to total victory.

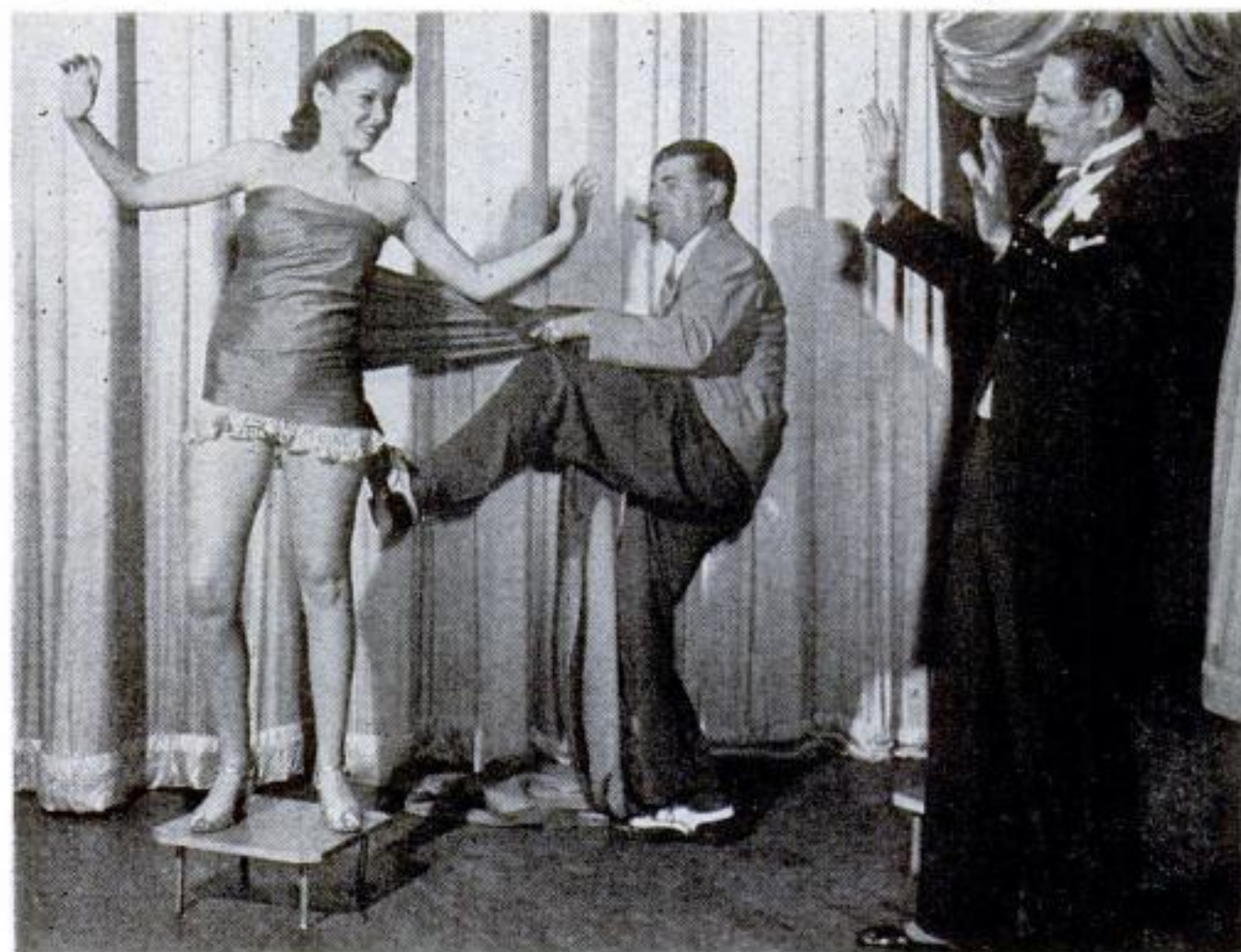
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"Blackouts of 1943" (continued)



Marie Wilson, former movie starlet, does a strip-tease (above), appears in skits. This strip is topical in that her discards are supposed to alleviate war-production needs.



The Great Drapo, Alphonse Berge (right), is interrupted by the ubiquitous Ken Murray. Act, which has Berge draping a girl becomingly, is standard vaudeville routine.



Daisy, who appears in "Blondie" movies, makes her stage debut in *Blackouts* with her owner, Rennie Renfro. In this, as in other specialties, Murray clowns with performers.

"THROTTLE THE AXIS AS YOU AUTO!"

say the 5 Crowns

We all should take pride
In "sharing the ride"
With the gas that our rations allow,

For each wasted quart
Cuts Uncle Sam short,
And he's driving to Victory now!



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He is only a boy of twenty, this radio-man in a U. S. bomber. Yet he represents an advance in human powers far beyond any normal evolution of his years. For in "The Invisible Crew" of Bendix, he and his pilot have at their command such perception and precision control as no man or boy ever knew before.

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And beyond the supercharged cabin, Eclipse* generators, Scintilla* magnetos, Stromberg* automatically adjusting, non-icing injection carburetors . . . and many other auxiliaries . . . stand watch on watch. They are the unfailing enginemens of "The Invisible Crew."

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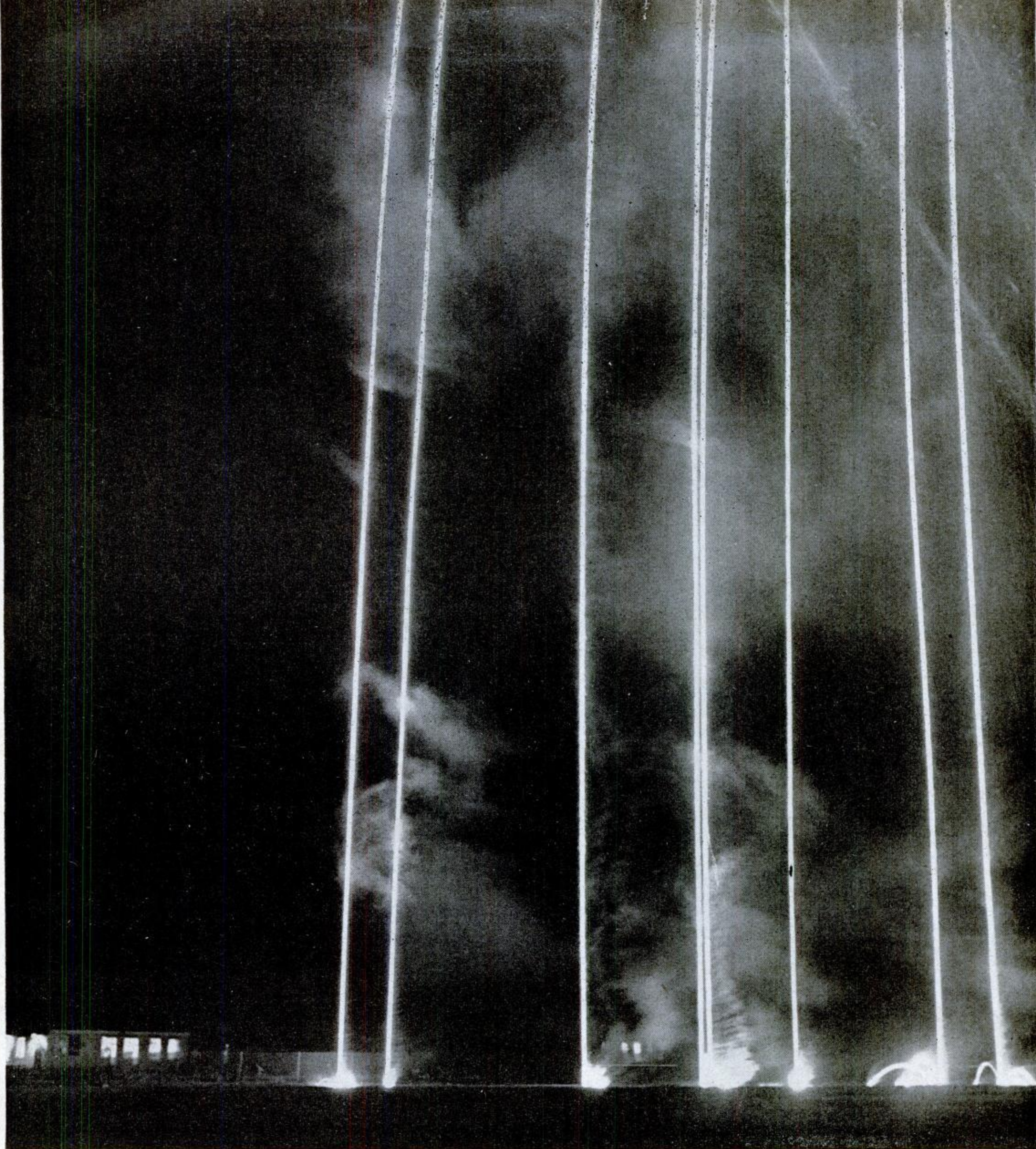
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BACK UP OUR BOYS . . . BUY WAR BONDS



GROUND-TROOP SIGNALS, FOR EMERGENCY BATTLE COMMUNICATION, SET UP PYROTECHNIC DISPLAY IN PROOF-FIRING AT U.S. ARMY ORDNANCE DEPARTMENT'S PICATINNY ARSENAL

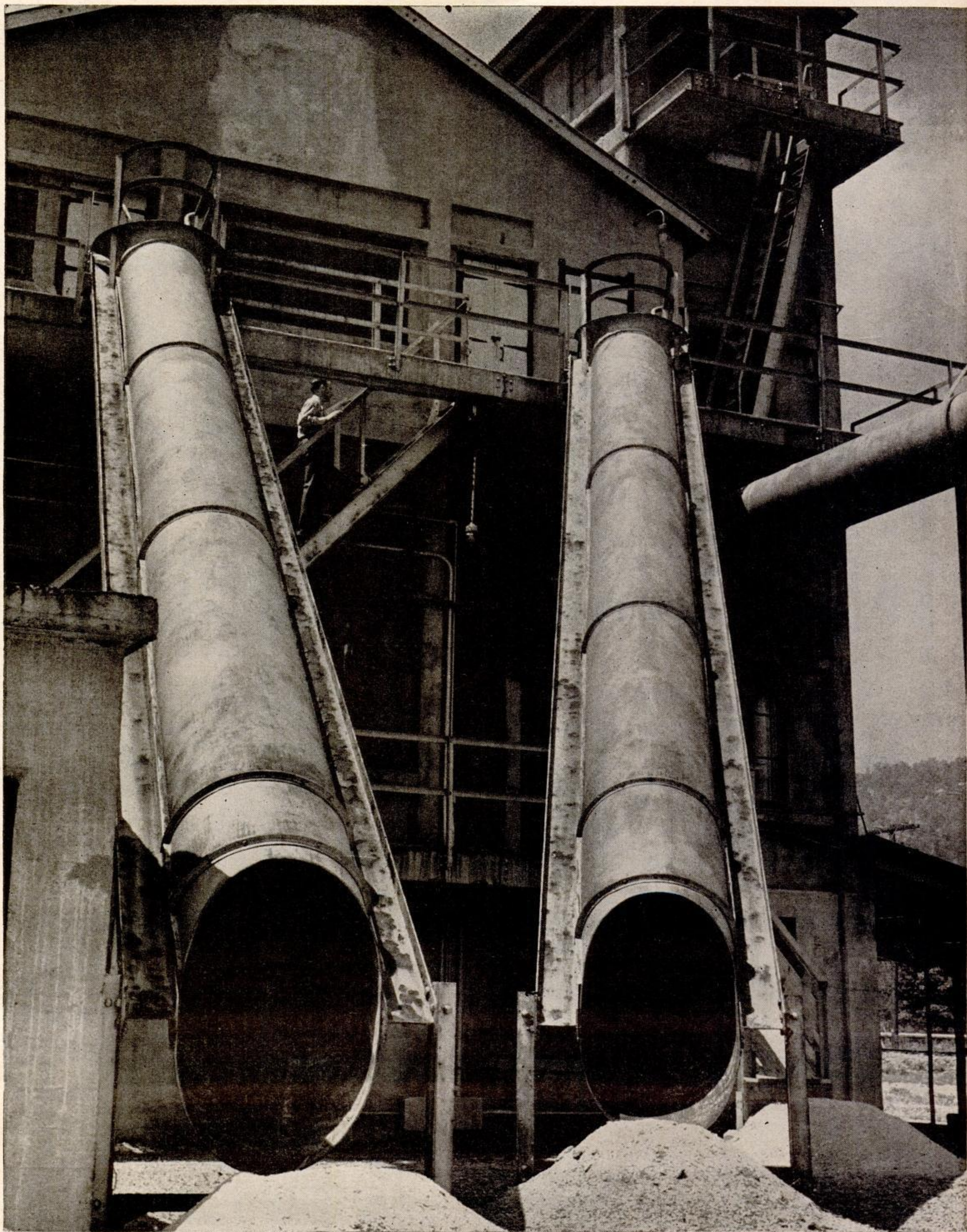
PICATINNY

ARSENAL AT DOVER, N.J.

IS EXPLOSIVES CENTER

It is the chemical reaction of explosion that brings the inert steel of rifles, mortars, cannons, shells and bombs into life as the flaming breath of war. Explosives, the focal item in tables of war production, are pouring from Government-controlled plants at the rate of more than seven pounds per U.S. soldier per day. Heart of this effort and largely responsible for the smoothness with which record output has been achieved is the Ordnance Department's Picatinny Arsenal. Like Aberdeen Proving Grounds, which tests the Army's weapons, Picatinny is the central research laboratory, proving ground and pilot plant for all U.S. war explosives.

Technically, an explosion is the relatively instantaneous transformation of a solid of relatively small bulk into gases with a relatively huge volume. Sheer violence alone does not make a good explosive. For propelling bullets and shells a slow-burning explosive is required. Detonation of shells and bombs calls for an explosive with *brisance* or high speed. Both must be stable and insensitive to shock. In contrast, primers which set off these explosives are detonated by the firing pin.

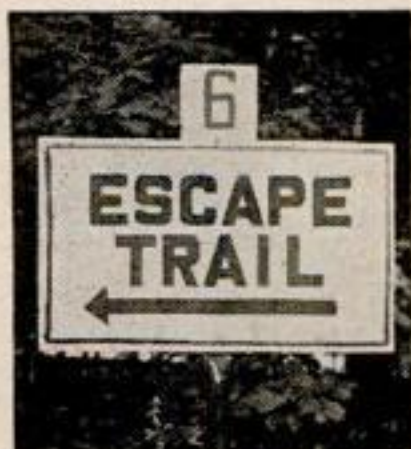


Safety chutes give workers a quick emergency exit to sawdust piles from the smokeless powder blending plants. Enclosing of

chutes is to protect escaping personnel from intense flame of burning powder. In routine safety drills these buildings can

be emptied of workers in 30 seconds. During severe electrical storms all the buildings in the danger area are evacuated.

DESIGN IS FOR SAFETY

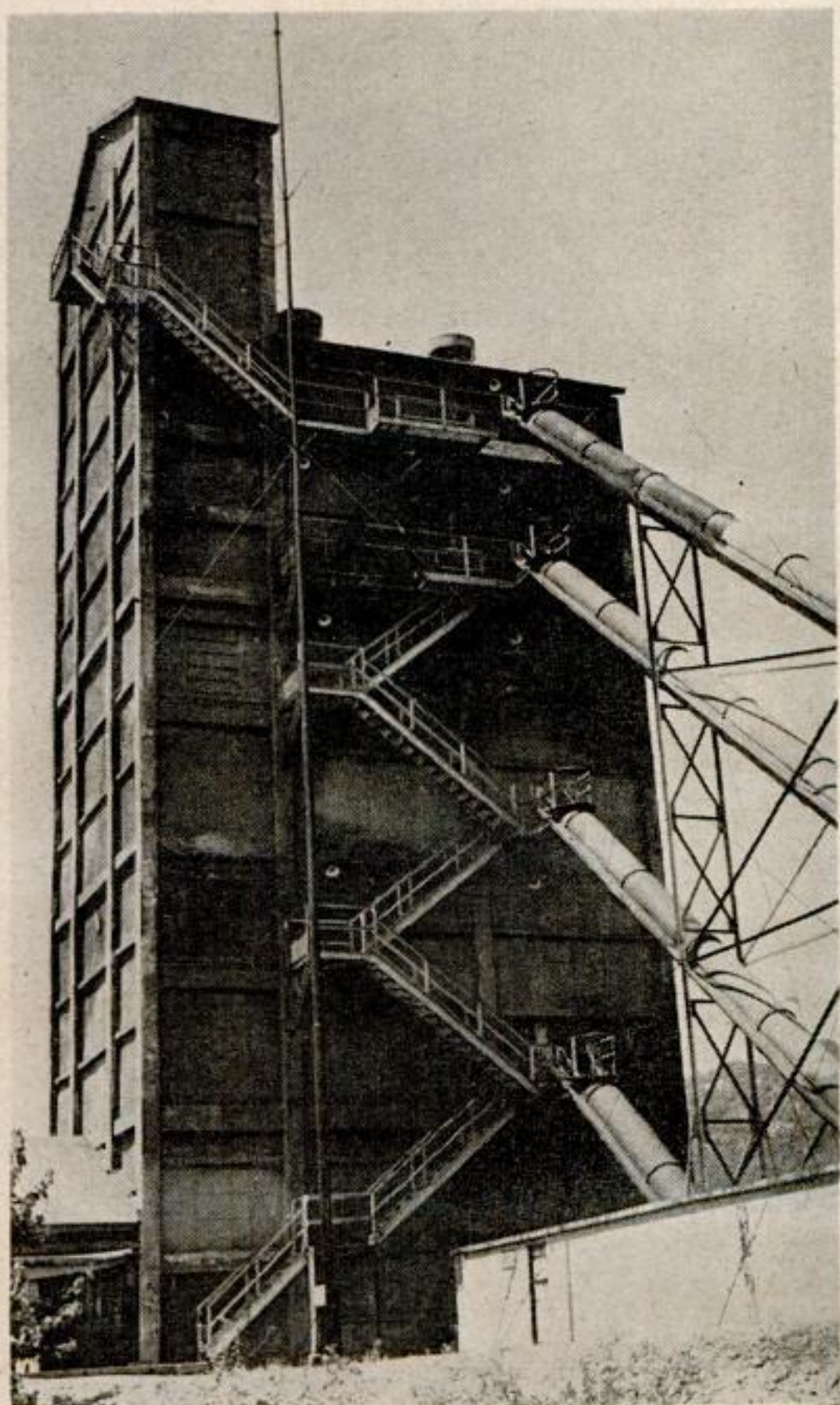


The terrible forces locked up in the commodities which it handles are embodied in every line of the layout and architecture of Picatinny Arsenal. Most of its buildings are small one-story affairs. Multiple-storied buildings like smokeless powder blending plants are equipped with safety chutes (*opposite and below*). Over

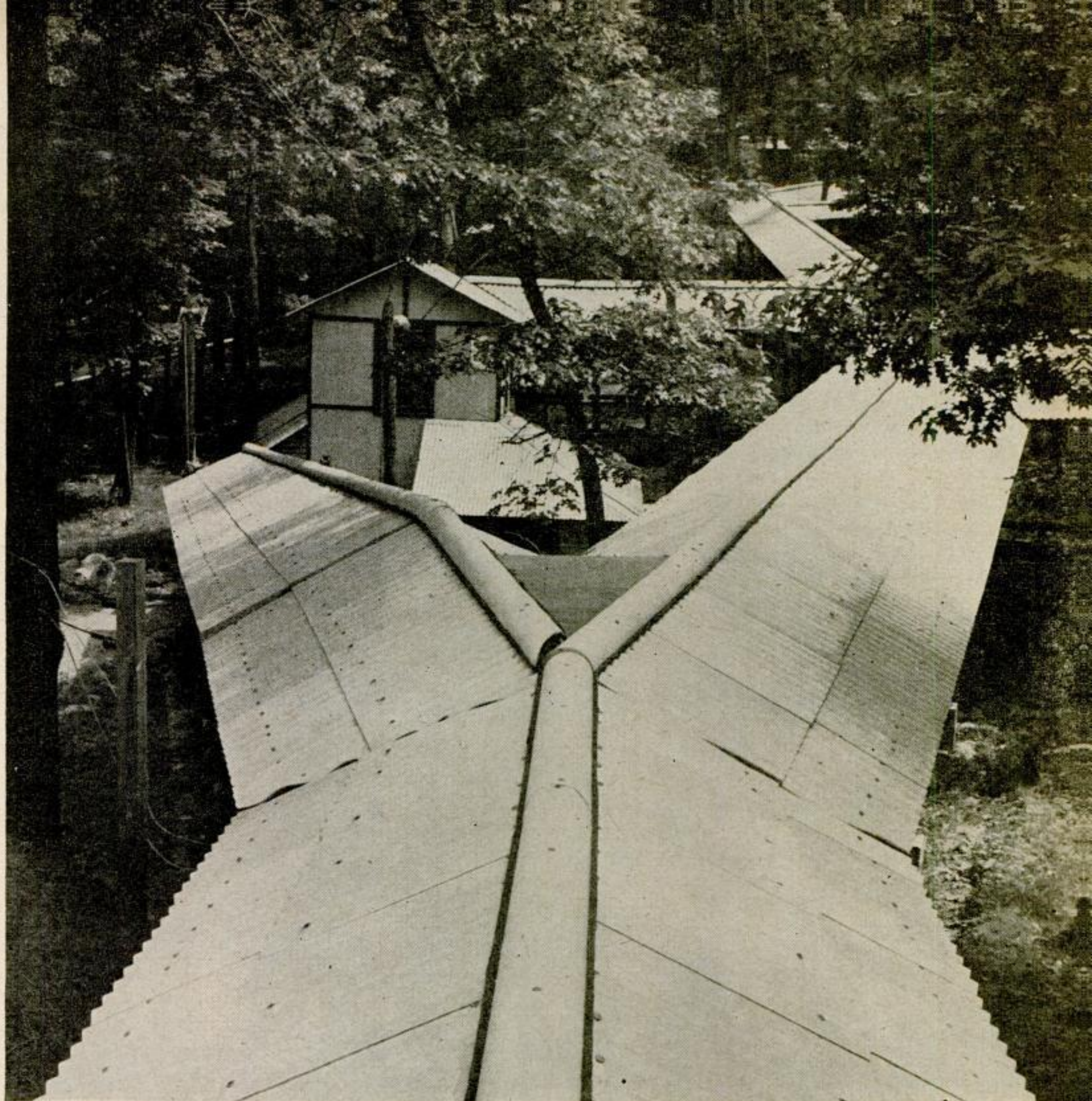
the 5,000 acres of the reservation, Picatinny's 790 huts, explosion chambers ("bull pens"), igloos, laboratories and production shops are dispersed according to fixed "quantity-distance" safety tables. In no building is it permissible to accumulate more than a carefully determined quantity of any one explosive. Thus it is assured that the consequences of an explosion will be restricted to one site and will not involve the whole establishment in catastrophe.

Accidental explosion is highly improbable. Smokers' matches are surrendered at the barriers of the danger area. The more sinister danger of electric spark is eliminated by shielding of electric contacts and control of static electricity. All moving parts of machinery are grounded, as are the buildings themselves. Tools are of wood or a sparkless metal. Workers wear conductive shoes that ground any static electricity that may accumulate on their bodies.

Against human failure strict safety discipline is instilled and regular evacuation drills are held along escape trails (*see above*). Picatinny's accident frequency and severity rate is held to only a fraction of national manufacturing rate. Military explosives, in any case, are concocted with high stability in view, to protect those who produce and fire them from the violence which is directed at the enemy.

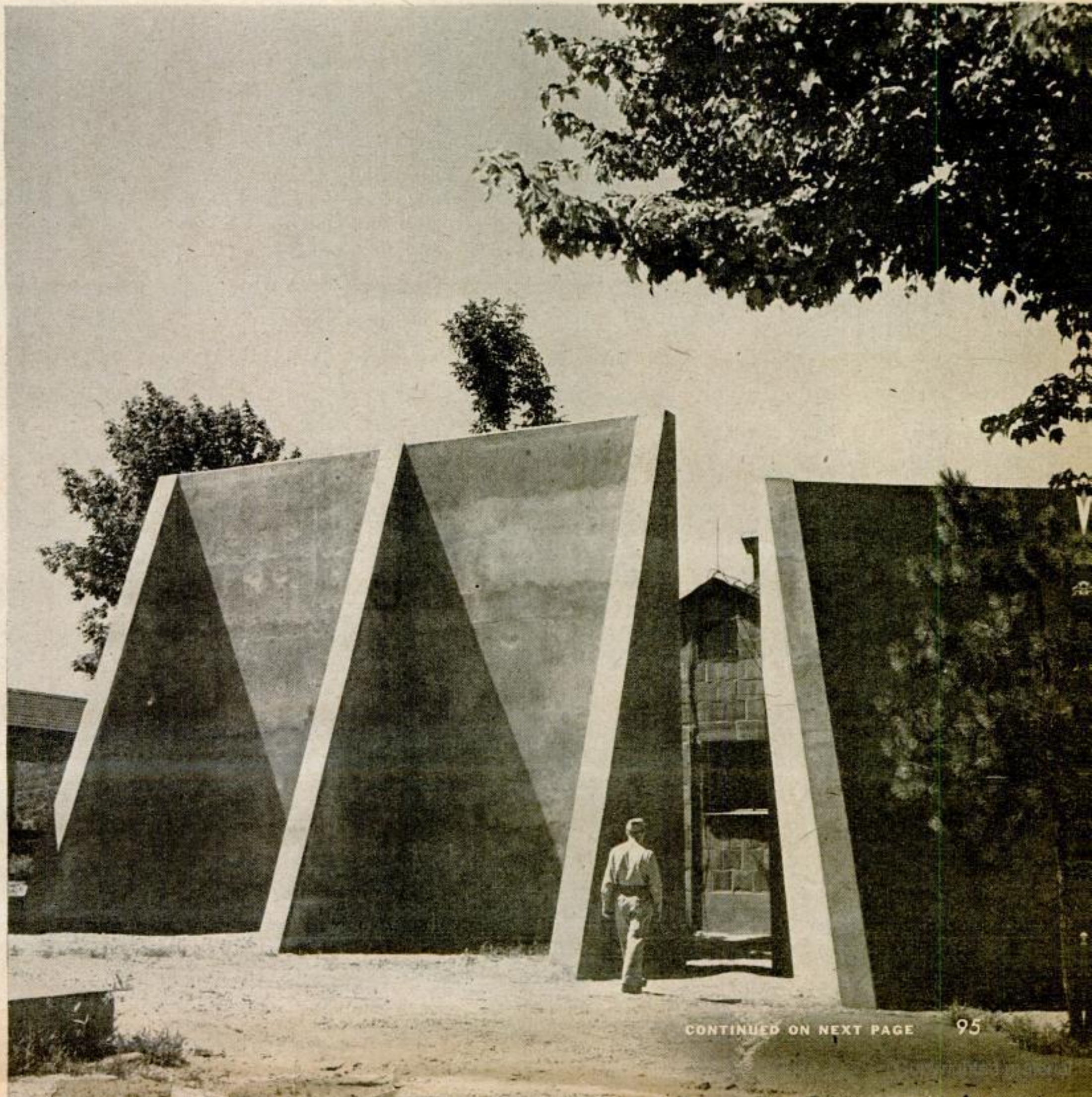


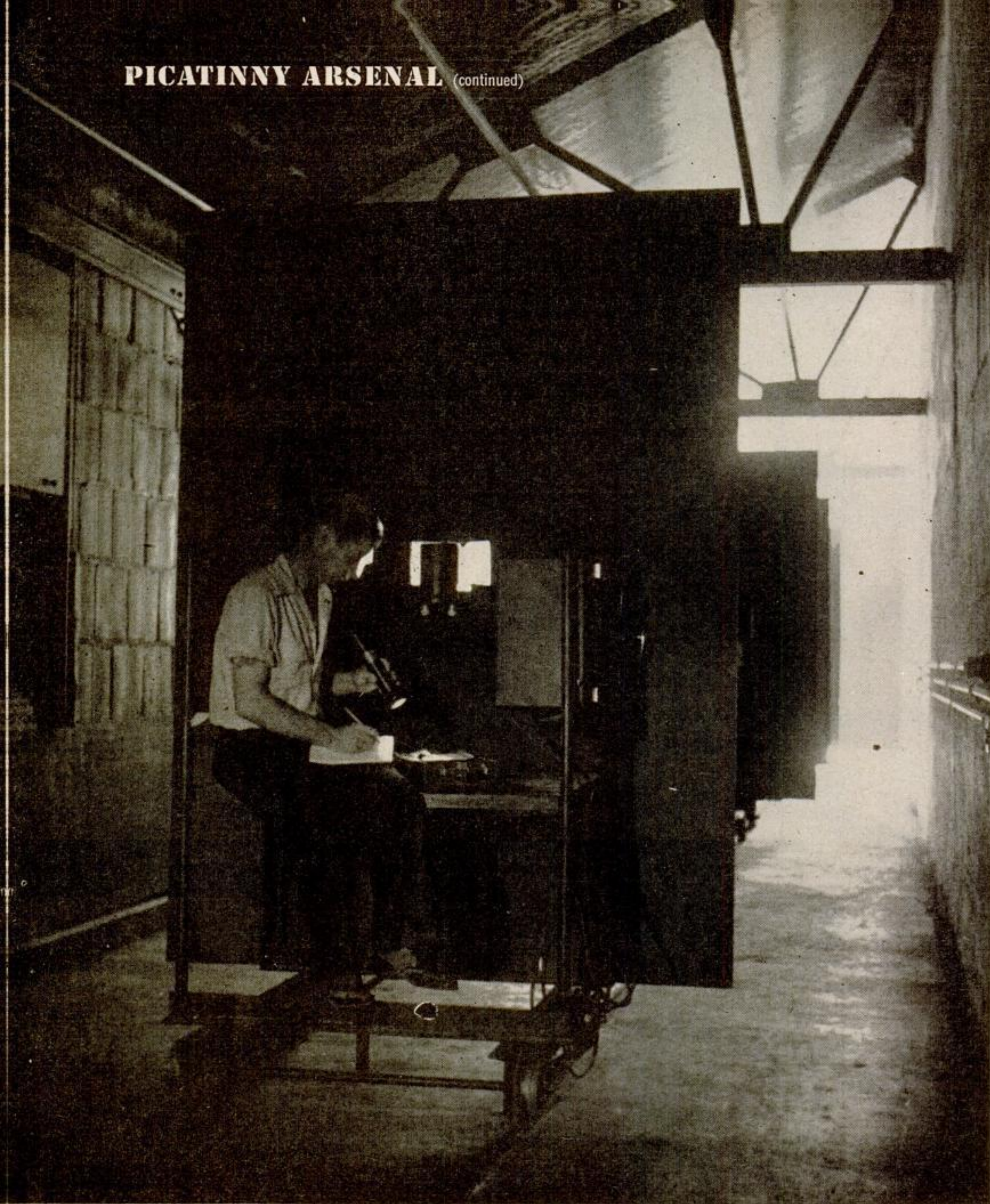
Four chutes, angled to deliver their passengers with equally gentle jolts, make it possible to empty all floors in this plant at once.



Sheltered runways connect Picatinny's small buildings to one another, give workers sure footing and protection from the weather when in transit with dangerous explo-

sives. Reinforced concrete barricades (*below*) are installed around buildings which have had to be placed closer together than is permitted under quantity-distance formulae.





The intensity of light given off by flare is measured by technician using photoelectric cell. The light is concentrated on

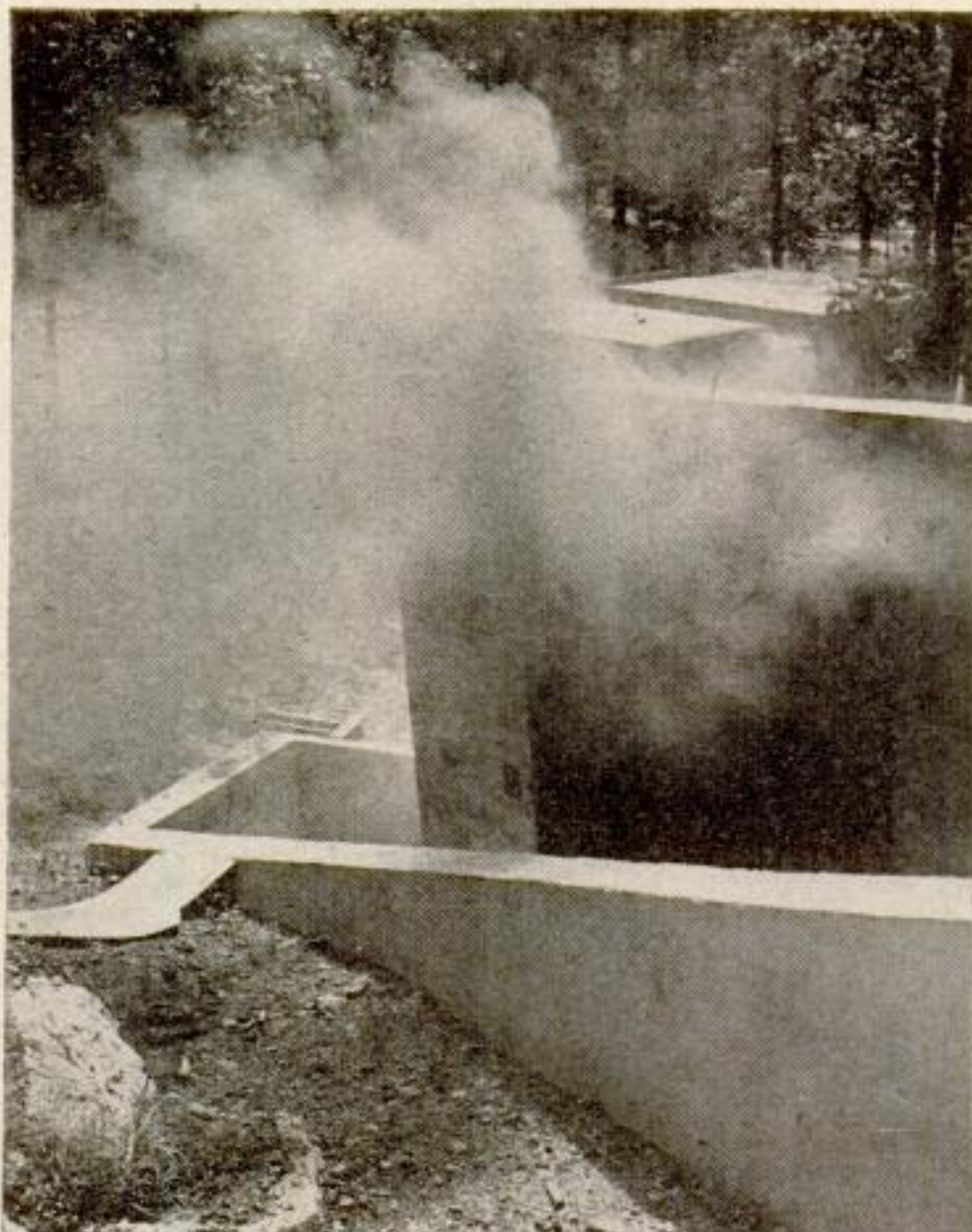
the cell through ports in series of light-absorbing screens. Signal pyrotechnics are produced under Ordnance Department.



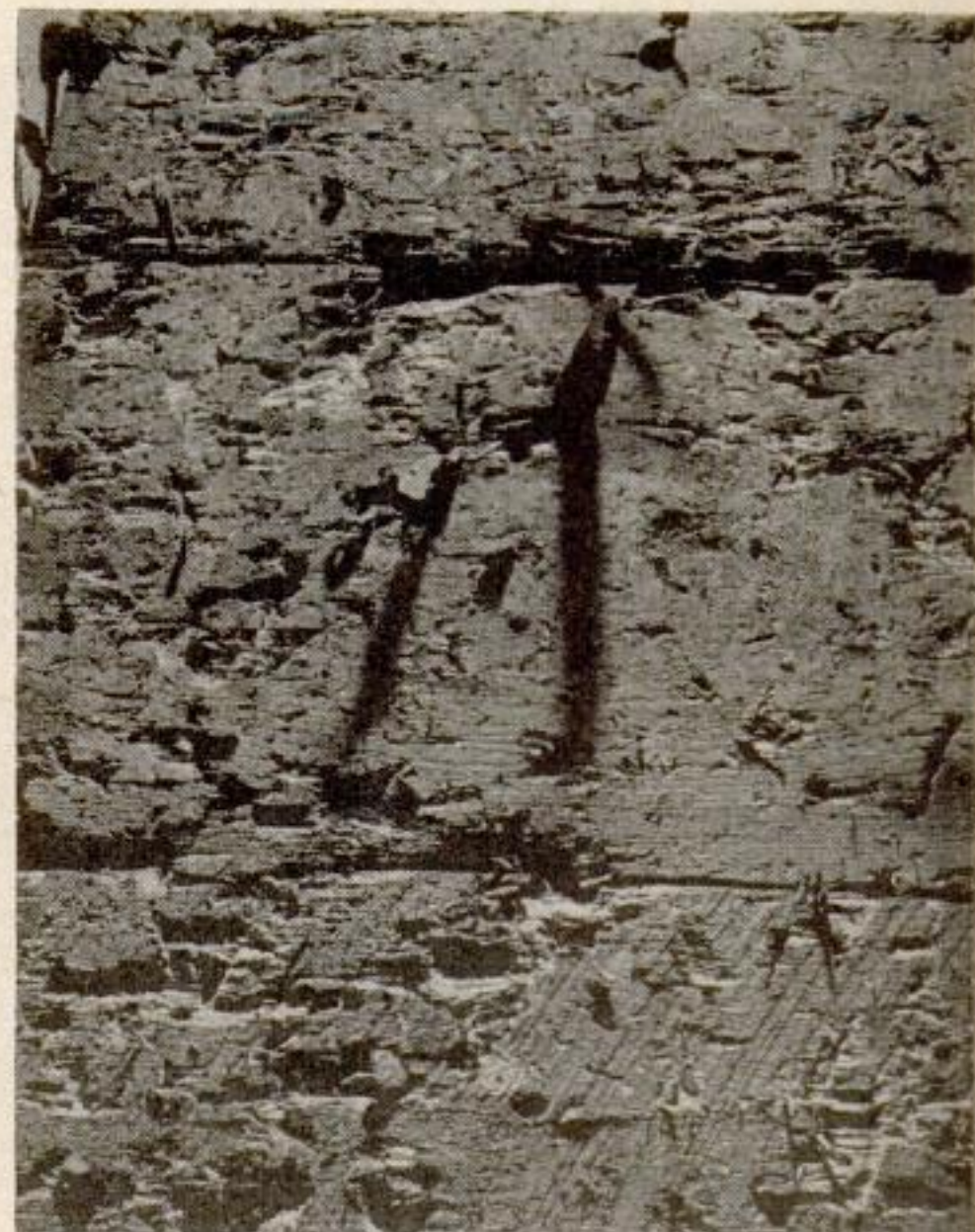
Shell fragments, in size and quantity, are a measure of the brisance and power of a high explosive. The big fragments are



Shell is wired for proof-detonation in bull pen by electric fuze contact. The concrete walls, oak ceiling trap fragments.



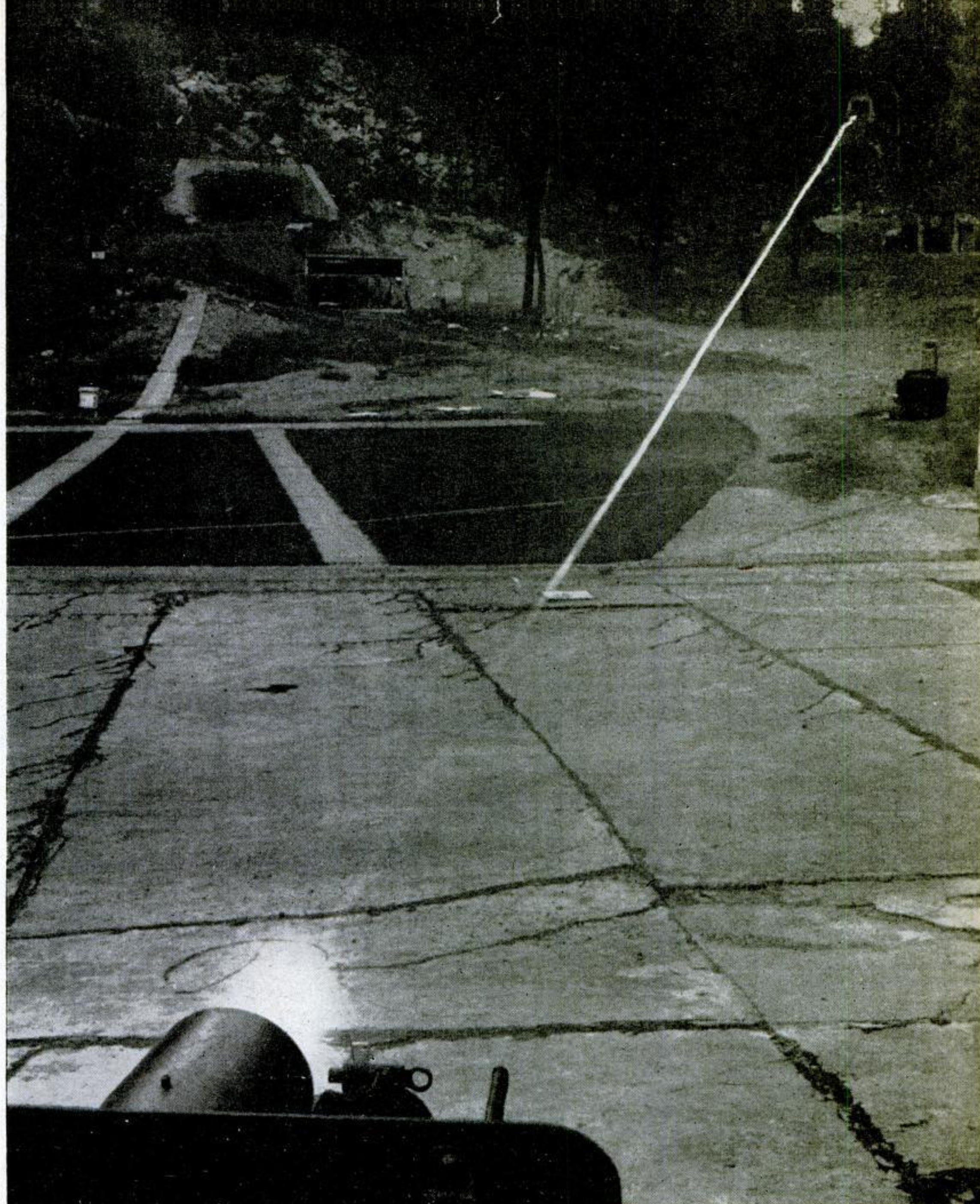
Explosion gases escape from bull pen. Explosive shell fragments have displaced shrapnel scattered by black powder.



Large fragment of 75-mm. shell is embedded in oak ceiling. Large number of medium-size fragments (above) is the goal.



from heavy base of shell, small from the nose and side walls. The fragments are collected after the detonation in sand pit.



Proof-firing yields final data on experimental development of explosives. Since big-scale output has been taken over by

new plants, the chief function of Picatinny is research. The shell fragments are trapped in the target pit at upper right.

EXPLOSION IS A SCIENCE

Since the harnessing of high explosives, preceding World War I, and now with the coming of age of airpower, the forces of explosion have largely replaced the impact of steel as war's chief agent of destruction. In the bombing of cities, it is not so much the bomb fragments as the shock wave of the explosion itself, transmitted through ground and air, that brings buildings down. Most personnel wounds are still caused by bullets and shell fragments, but records show an increasing number of shock-wave casualties. They range from internal hemorrhage, to total annihilation.

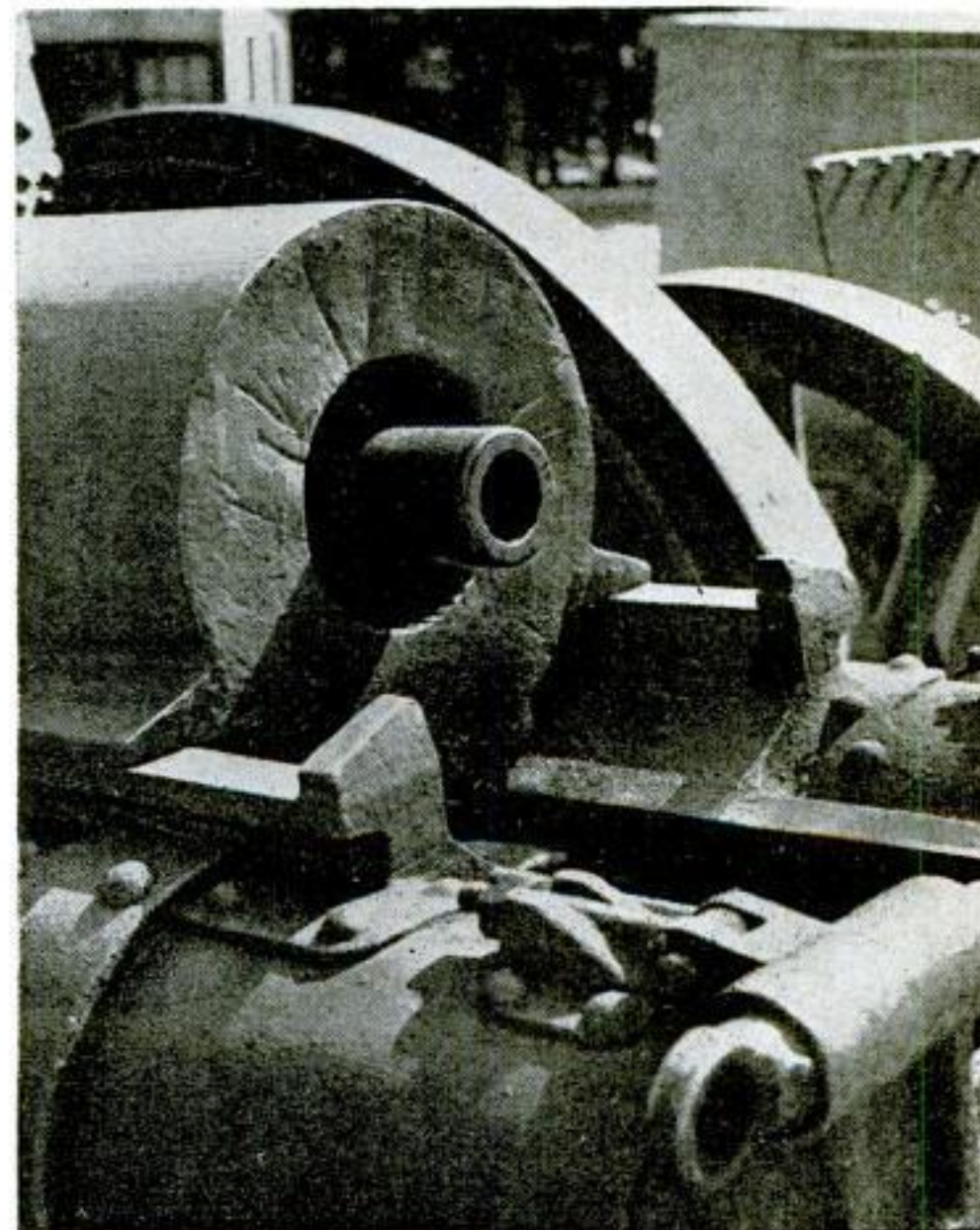
Major high explosive employed by all powers is TNT. This is a truly 20th Century compound, derived from toluol, a fraction distilled or cracked from coal tar or petroleum. A charge of TNT detonates, i. e., it lets go all at once. Recently, the Ordnance Department revealed the existence of two new superexplosives—Haleite, named for Picatinny's Dr. G. C. Hale, and another which contains hexamine.

No recent improvement has been made in smokeless powder, or nitrocellulose, which supplies the power for launching bullets and shells on their trajectories. A

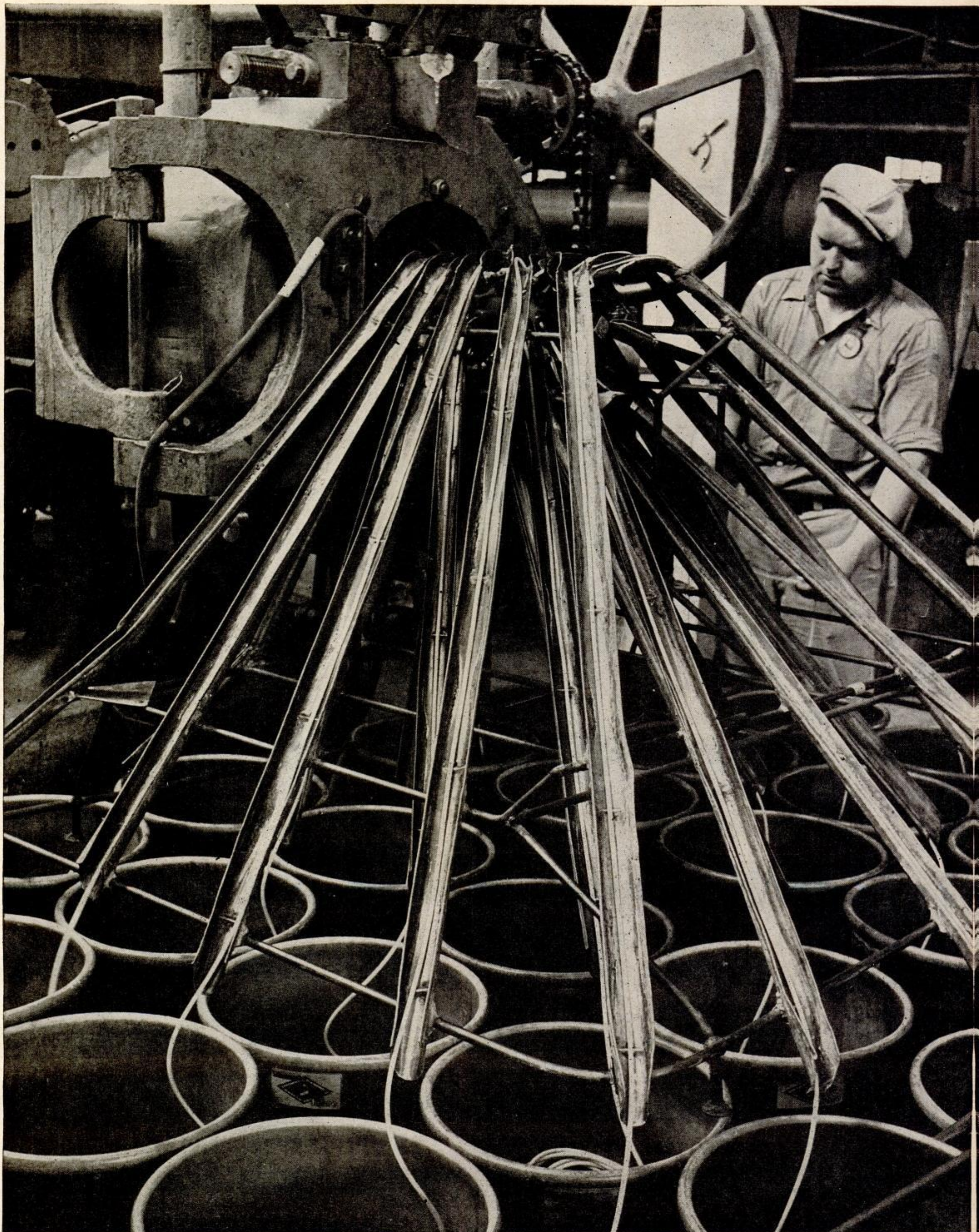
product of nitric acid and cotton linters, its explosion, in contrast to detonation of TNT, is a progressive burning. For various calibers and weights of projectile its rate of explosion can be precisely controlled by variation in size and shape of grain.

Both TNT and smokeless powder have the advantage of high stability and normally can be set off only by spark. Ignition is supplied by a highly sensitive class of percussion explosives, mercury fulminate and lead azide. Spark of the percussion primers is transmitted to the heavy explosives by igniter and booster charges—black powder (charcoal and saltpeter) and tetryl, short for trinitrophenylmethynitramine.

These potent brews constitute a science in which all the world's major powers must obviously be well versed. In the U. S. it was kept alive between wars by Picatinny Arsenal. In September 1939, Picatinny was the only plant equipped to produce complete rounds for heavy-caliber guns. Since Pearl Harbor, under command of Colonel W. E. Larned, the arsenal has trained key personnel and supplied the blueprints for the vast new plants that have taken over production.



Sawed-off field gun provides fixed mount for proof-firing of smaller calibers, also minimizes danger of breech explosion.



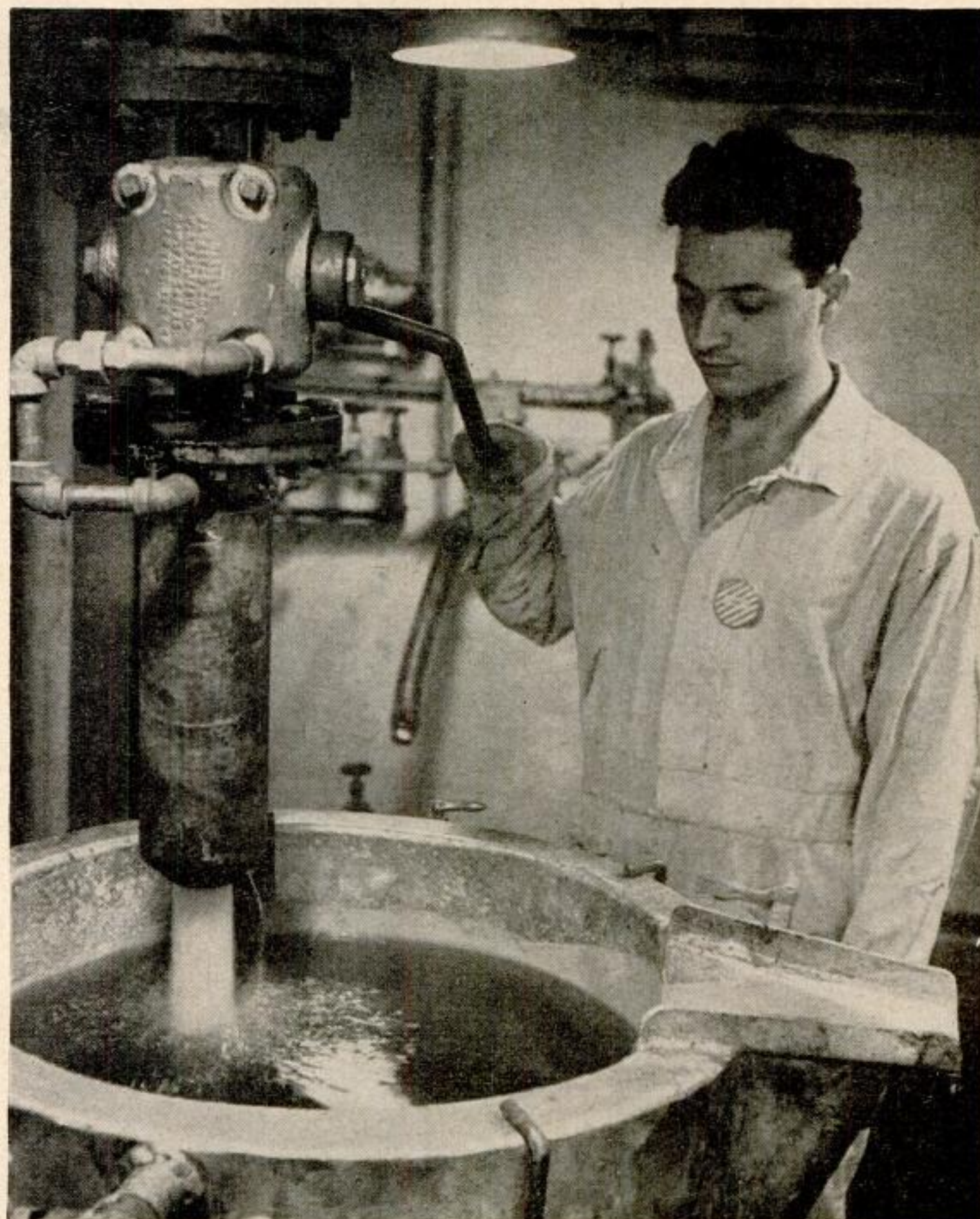
Smokeless powder, which is neither a powder nor completely smokeless, is a compound that is produced by the action of

nitric acid on cotton linters. When dissolved in ether, powder becomes a doughy mass which is extruded in long strands, as

above, then chopped into grains of different sizes. The charges is loaded in cartridges of fixed rounds, otherwise in cloth bags.



Tetryl, a booster charge in fuze train between the primer and high explosive, is here decanted from blender. A coal-tar-nitrogen compound, tetryl dust is toxic, hence worker's respirator.



Liquid TNT is discharged from melter into a large cooling tank. The melting point of TNT is 188°F. In the shell case, after it has been cooled and solidified, it looks like hard maple sugar.



TNT is poured into shell cases through funnels. TNT which hardens on lip of pouring vessel and in funnels is knocked off with a wooden mallet, salvaged and remelted for later pouring.



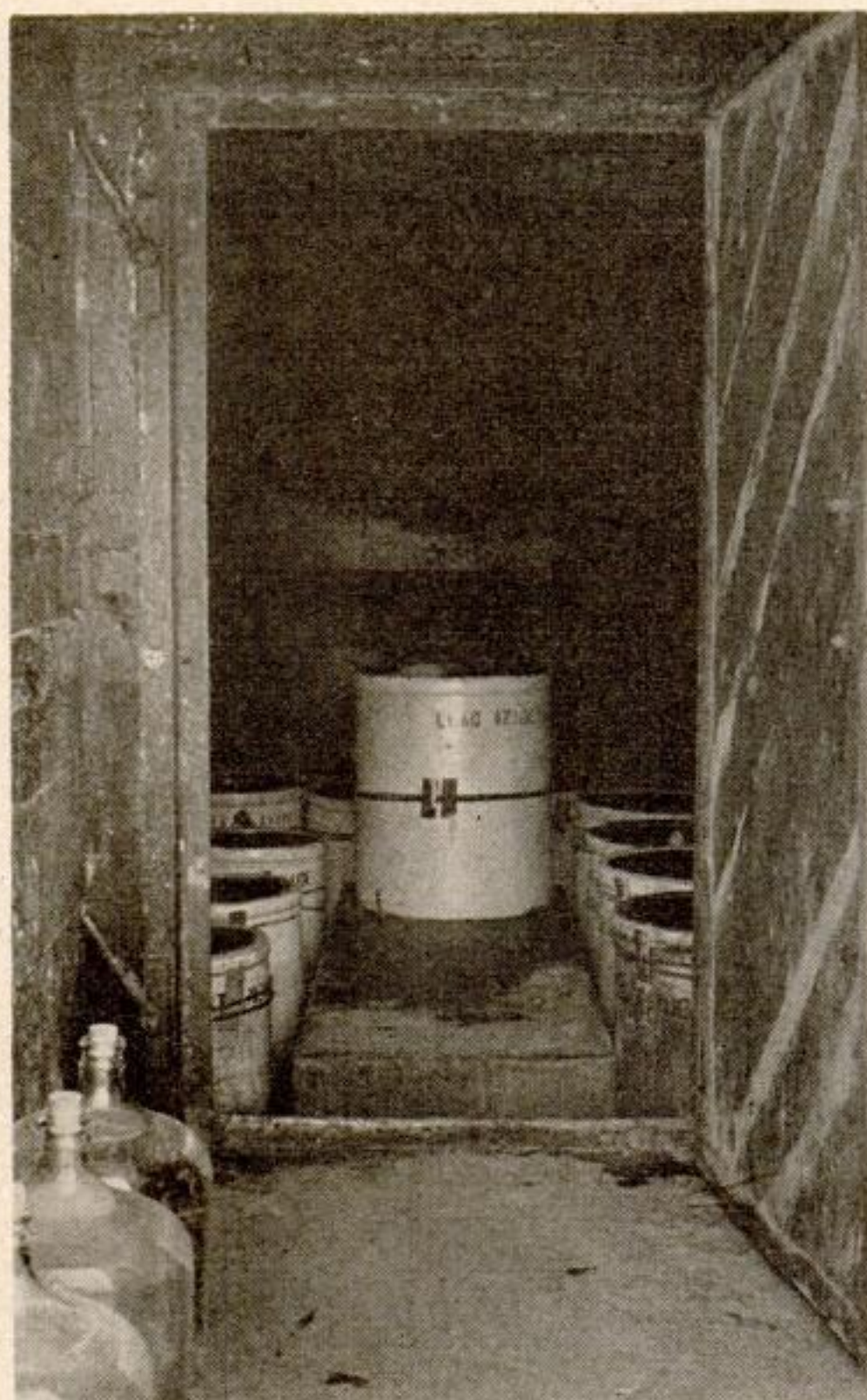
TNT is tamped down with wooden pestle into solid mass inside 500-lb. bomb. High explosive is 50% of the total weight of aerial bombs as against 15% of total weight of artillery shells.

PRIMERS ARE MOST TRICKY EXPLOSIVES

Most tricky and dangerous of all explosives are lead azide and mercury fulminate, used in primers. Easily set off by shock or friction as well as by spark, their handling in production at the Picatinny Arsenal is surrounded by the most elaborate system of safety discipline and protection devices. They have less *brisance* and ultimate expansion power than TNT or smokeless powder. But the tiny spoonful of lead azide being held in the fingers of the girl loading the detonator on the page opposite has enough power to mangle the foot

of a man foolish or unfortunate enough to step on it.

Lead azide is especially sensitive when dry. At Picatinny Arsenal it is stored always in water-filled crocks in concrete vaults that are in turn flooded with water. Outside the vault it is always handled in small quantities, especially when it is dry and ready for loading into the detonators. As shown on the page opposite, it is then cushioned like a wedding ring on a small pillow, to absorb possible shock and to catch any spillage. Operator is protected by a heavy glass and steel shield.



Lead azide is stored in water-filled crocks in flooded vault. During winter, alcohol is added to prevent freezing of water.



Intermediate storage vault contains active supply of lead azide near loading line. Tightly woven sack holds 25 pounds.



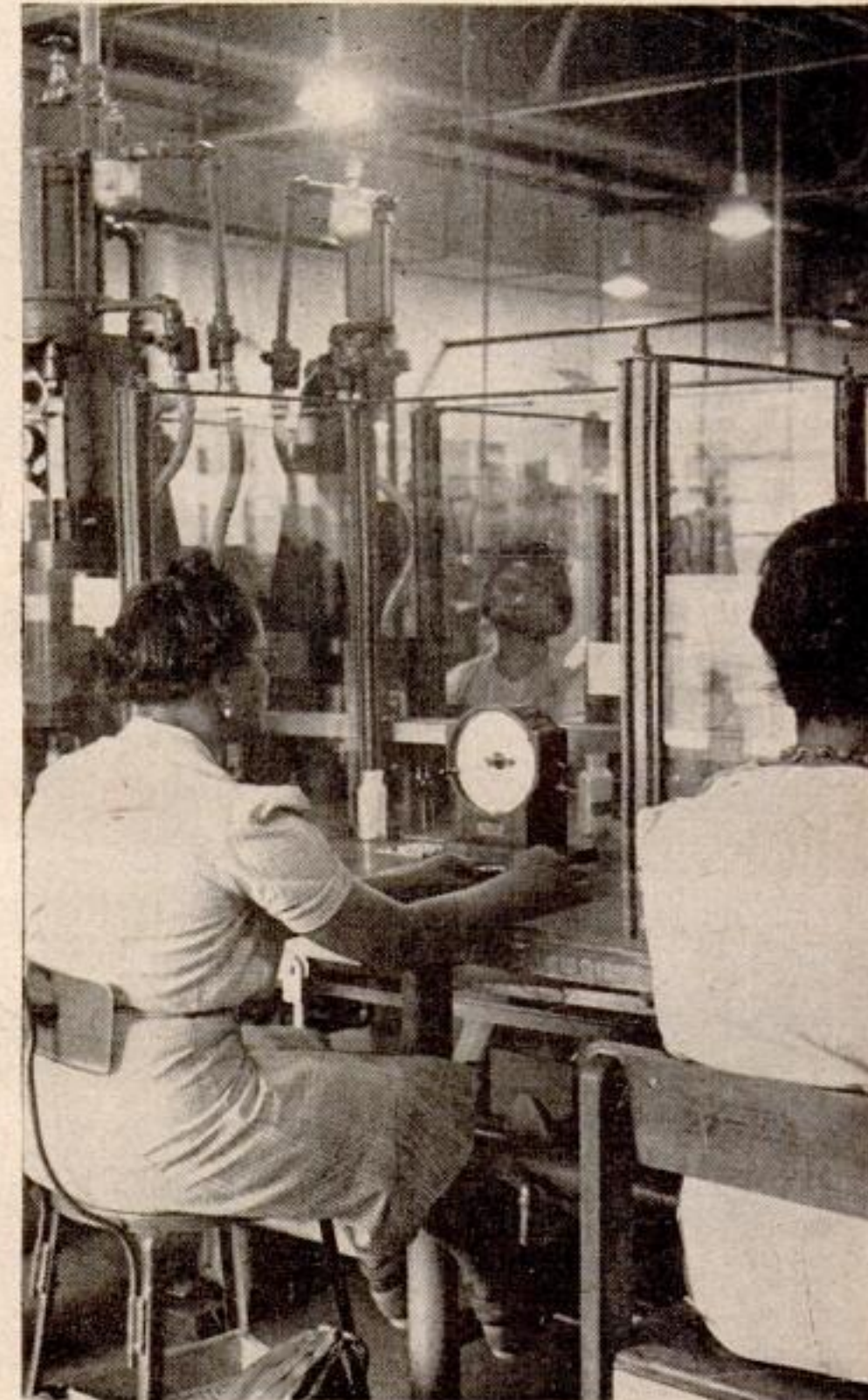
In dry house lead azide is dried in batches. Each tray holds three pounds. This man has arsenal's most dangerous job.



"Jelly-bag" screener establishes uniformity of lead azide particles. After careful loading, it is operated by remote control.

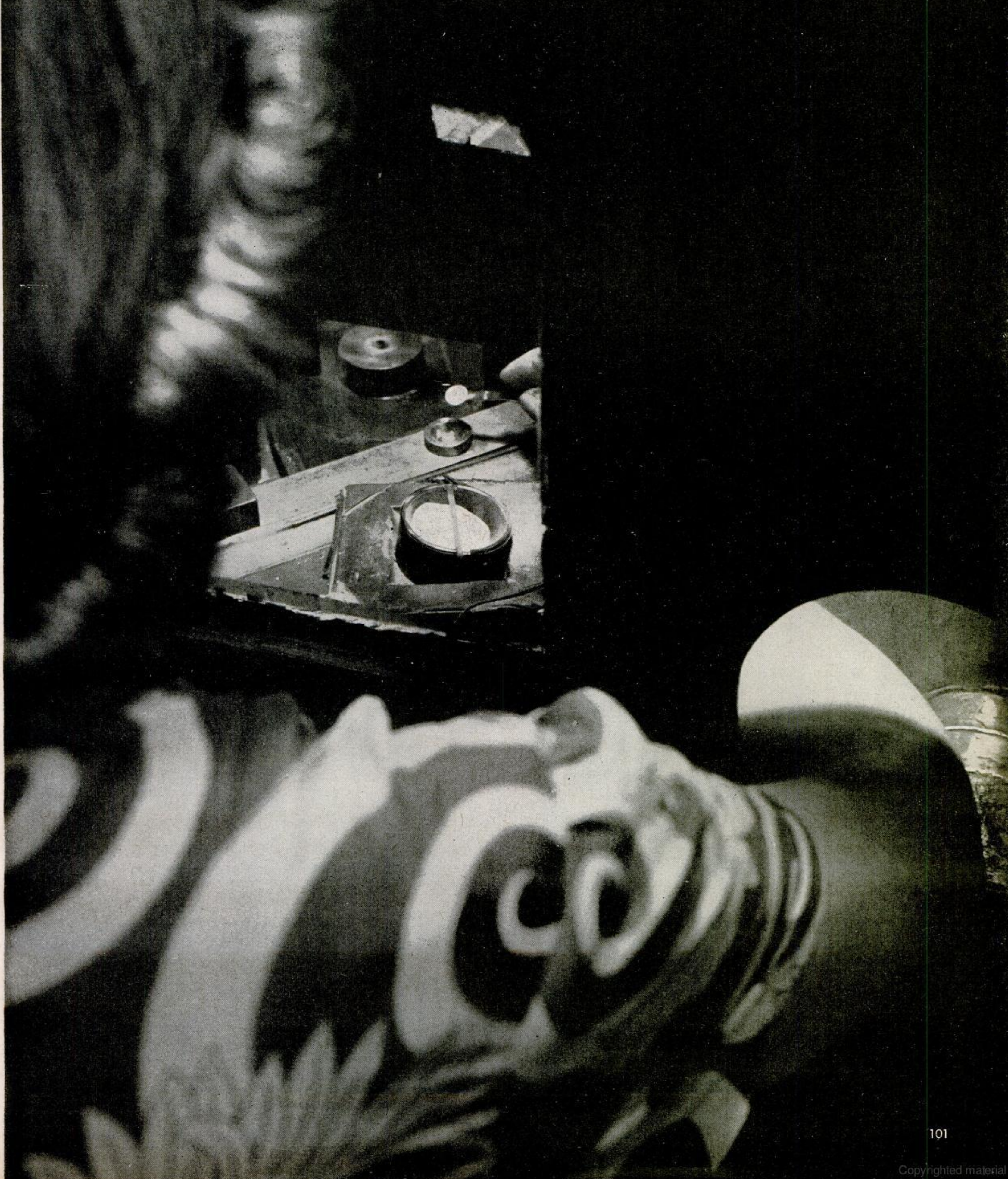


On "baby carriage," dry lead azide in lots of twelve ounces is wheeled to loading line. Girl cries, "Powder!" to clear way.



Detonator cups, already loaded with lead azide (opposite), are here being loaded with carefully weighed charges of tetryl.

**GIRL WORKER, HER ARM THROUGH A STEEL SHIELD,
LOADS FUZE DETONATOR CUP WITH DEADLY LEAD AZIDE**





On his 50th birthday last month Marshall Field III (center) signed the documents bringing him into full control of his

grandfather's immense fortune (over \$100,000,000). Witnesses at the ceremony in the estate offices in the Field Building, Chi-

cago, were Colonel George Richardson, trustee, and Louis E. Weiss, attorney (left). At right is Carl J. Weitzel, comptroller.

MARSHALL FIELD III

HE TRIES TO ATONE FOR HIS MANY MILLIONS BY GOOD WORKS AND PROFITLESS JOURNALISM

by FRANCIS SILL WICKWARE

On Sept. 28, 1943, a fortune worth around \$75,000,000 passed virtually tax-free to a citizen who already has received somewhat more than \$93,000,000 and has an annual income of about \$2,000,000. The citizen is Marshall Field III; the date was his 50th birthday; and the money represented the final disbursement of the huge estate left in trust in 1906 by his grandfather, Marshall Field I, the great merchant prince and real-estate operator of Chicago.

This staggering windfall probably will give Field one of the biggest single personal fortunes in the world. In terms of total assets the Rockefeller, Ford and duPont holdings may be greater, but Field will perhaps have more wealth under his direct and immediate control than anyone else, except possibly one or two Indian maharajahs.

In addition to providing further support for the old dictum that the rich get richer and the poor get poorer, the inheritance on Sept. 28 actually is a tremendous mockery. When Marshall Field was 12 years old, a reporter asked him: "What will you do with your grandfather's money?" Young Field replied: "I don't want it. I'd rather not have it. Mother might have it, but of course if Grandfather wanted me to take it I'd have to do it." There was a fairly long interlude in Field's life when he made a full-time career of being a multimillionaire and spending money fast and frivolously; for many years he was one of the bellwethers of the international moneyed set. But somehow his heart never was in this game. More than once he expressed complete unconcern with the fate of his fortune, and even gave the impression that he wished he had never inherited it. Two years ago, for example, he was quoted as saying during a conference of the American Public Welfare Association: "I don't know what is going to happen to me. I happen to have been left a great deal of money. I don't know what is going to happen to it, and I don't give a damn. If I cannot make myself worthy of three square meals a day, I don't deserve them." Field's fellow millionaires were speechless with indignation, but John D. Rockefeller Jr. issued a rare answer: "I don't care what happens to Marshall Field's money, but I do care what happens to mine."

Crime of being rich

Thus, throughout much of his life, Field has shown evidence of deep-seated feelings of guilt over the possession of so much money purely through an accident of birth. But the spectacle of the millionaire denouncing his millions is only one of the many paradoxes surrounding Field. He is a New Dealer and a member of twelve clubs which he rarely visits. Field's biographers refer to him as a "journalist," apparently on the strength of a lone article which he contributed to a Chicago paper in 1919. He also is known as a "financier," mainly because he once set up an investment banking house—Marshall Field, Glorie, Ward & Co.—from which he withdrew when he "retired from business" at the age of 42.

For the last 15 years, more or less, Marshall Field has been making brave efforts to atone for what he subconsciously considers the crime of being rich.

In part the atonement is financial, in part psychological. Most obvious, of course, is his support of a variety of charities, philanthropies and worthy causes. Field refuses to tell what his charitable contributions amount to—he refuses, for that matter, to discuss his money at all—but it is known that they are "far in excess" of the 15% of income which is deductible for tax purposes.

Among the more important Field-supported institutions are the Field Museum of Natural History (now the Chicago Museum of Natural History), an outstanding scientific institution, the Field Foundation for general philanthropic enterprises and the New York Philharmonic orchestra, which Field and a few other people nursed through the depression. In addition, he is unfailingly generous with checks of \$10,000, \$25,000 and \$50,000 for groups like the USO, United China Relief, Red Cross, Boy Scouts, Community Chest, etc. However, he is chary about responding to begging letters from individuals. He once hired a private investigator to check on the flood of individual appeals which he receives and was disillusioned to find that nearly all of them came from well-to-do persons pretending poverty.

The amount that Field spends on charity is less important than the way he spends it. Most rich contributors are content to mail in their checks and let it go at that, but Field strives earnestly to participate in good works in person. In Chicago, where he now is living at the Ambassador East Hotel, he faithfully attends board meetings of Hull House, the famed institution for rehabilitation of slum poor, and spends hours talking with the directors about the problems of their work. He is equally conscientious about his trusteeship at the University of Chicago, where he tutored in economics with Professor Harold G. Moulton, now head of the Brookings Institution. Back in 1935 the University was under attack by the Illinois State Senate, which commenced a typical "red hunt" among the faculty. One day while this was going on, President Robert M. Hutchins received a check for \$10,000 from Field, together with a letter of encouragement in his fight for academic freedom, and two years later Field became a trustee.

When Mayor LaGuardia appointed him to a defense committee in 1941, Field took his duties so seriously that he stayed in New York during the worst part of the summer, working eight-hour days in his office while most of the rest of the committee members were out of town. Awaiting him an hour away at Lloyd's Neck, Long Island, was his 2,200-acre, \$6,000,000 estate, "Caumsett," which, with its 60-room house, probably was one of the most beautiful and lavish private residences on earth. Today Caumsett has been turned over to the OWI Overseas Branch and is used as a training school for combat propaganda teams. Field will not live there again until after the war. His only available estate at present is a 13,000-acre place in South Carolina which he refers to as "the quail lodge." He may or may not get down to the quail lodge this winter, depending on the transportation situation and how busy he is.

The most conspicuous and revealing feature of Field's atonement program is his position as pub-

lisher of New York's *PM* and founder and editor of the Chicago *Sun*. *PM* is tabloid-sized and costs a nickel, and after three years of striving has attained a circulation of 144,873. Field for a long time subsidized it to the tune of about \$25,000 per week, and is reputed to have invested close to \$3,000,000 to date. He claims that today the paper "just about breaks even," but a well-informed friend comments: "Marshall thinks it's breaking even if he only drops five or ten thousand a week on it." Field by no means regards *PM* as a failure. Instead, he compares it to the New York Philharmonic. "No one thinks of disbanding the Philharmonic simply because it doesn't support itself," says he. "I feel the same way about the paper."

Millionaire's progress

In the Chicago *Sun*, Field has an even more ambitious and potentially more costly proposition. He founded this full-sized morning paper with much fanfare in December 1941, primarily to combat the *Tribune*, which then had a monopoly of the Chicago morning field, and to provide Chicagoans with a liberal, international-minded paper. Currently the *Sun's* losses are supposed to be running between \$2,000,000 and \$4,000,000 yearly, and since the *Tribune* is powerfully entrenched there is little prospect of improvement in the visible future. But Field is thoroughly reconciled to this. He has announced that he intends to keep the *Sun* shining in Chicago no matter what it costs, and there is no doubt that he means it.

Of course, when equivalent income taxes are considered, Field's actual losses are much smaller than they first seem. The tax amounts to some \$900,000 on every million dollars of his income, so when he loses a million in the *Sun* and deducts this from income he really is out only \$100,000. This state of affairs Colonel Robert R. McCormick and his *Tribune* find almost unendurable. They insinuate that Field is cheating the Treasury; and furthermore, that he maintains his racing stables so that he can claim their operating expenses as a tax loss. And when not upbraiding him about taxes, the *Tribune* attacks Field with assorted sneers, insults and epithets, such as calling him a "millionaire playboy." Colonel McCormick scarcely would acknowledge Field as a competitor, for the *Sun's* daily circulation is only 300,000. However, it has taken enough readers away from the *Tribune* to end that paper's boast of "over 1,000,000 circulation daily."

Gibes at Marshall Field come with poor grace from McCormick, for due to one of the strangest of chances it was Field money which first established the *Tribune* and indirectly put the Colonel where he is today. About 70 years ago Joseph Medill, a former mayor of Chicago, borrowed some money from Marshall Field I and used it to buy the then wobbly newspaper. After nursing the property to glowing health he repaid the loan and remarked, "Now again, Mr. Field, we meet as equals." Medill made a fortune during his lifetime, and through his daughters founded a great newspaper dynasty. One daughter, Elinor, married a *Tribune* editor named Robert W. Patterson

and today their son, Joseph Medill Patterson, is publisher of the New York *Daily News*, biggest paper in the U. S., while his sister, Eleanor ("Cissy") Patterson, is editor of the Washington *Times-Herald*. Katharine Medill, the other daughter, married Robert S. McCormick of the McCormick Harvester family and bore two sons. Medill McCormick, now dead, became a U. S. Senator. The second son is today's editor of the *Tribune*.

The man who made the loan to Joseph Medill was a poor New England farm boy who wandered westward from Pittsfield, Mass. just before the

Civil War and became one of the giants, one of the legends, of 19th Century America. He founded and owned Marshall Field & Co., one of the world's greatest department stores, and was landlord of much of the choicest real estate in Chicago. The old Marshall Field mansion out on Prairie Avenue was the somber, magnificent, tomb-like symbol of Chicago money in Chicago's gaudiest, richest era. There was money in cattle, money in hogs, money in wheat, in railroads, in lumber, in iron and coal, in land, in trading, in buying and selling. The smell of money was in the very wind which blew

down across Lake Michigan. And of all the fabulous fortunes which sprang out of Chicago's sprawling growth, the greatest was that of Marshall Field I. A stern, pious man, he built the House of Field on the strong foundations of such axioms as: "Never give a note. Never buy a share of stock on margin. Never borrow. Never heavily mortgage real or personal property. Work always on a cash basis. Buy for cash and sell on short time." Field was driven to work every morning by an English coachman behind a brace of black horses but always stopped two blocks away from



Marshall Field I made a fortune in merchandising and real estate. He died in 1906.



Marshall Field II traveled in Europe on account of poor health, shot himself at 37.



His wife lived abroad after husband died. Few years later she married an Englishman.



Marshall Field III attended Eton, Cambridge, at 12 was "richest boy in world."



As captain in World War I, Field was cited for bravery, was "a hell of a good soldier."



His first wife, Evelyn Marshall, bore him three children. They were divorced in 1940.



Second wife was an English girl, Audrey Jones, a goddaughter of King Edward VII.



Field's present wife was formerly wed to Ogden Phipps. She married Field in 1936.



Field's daughter by first marriage, former Mrs. Anthony Bliss, is now wife of naval surgeon.



Marshall Field IV wed New Hampshire governor's daughter. He has son, Marshall Field V.



Fields play chess in 1941 in library of Long Island home, now occupied by OWI. It was favorite room, stocked with rare books and references on hunting and gardens.

the department store and walked the rest of the way so that the clerks wouldn't be envious. A cold, friendless man, he worked for and by himself and refused to discuss his plans with his closest associates. Gordon Selfridge, who learned department-store merchandising in Marshall Field & Co. and later founded Selfridge's in London, recalls that Field had "an infallible talent for making money and no talent whatever for spending it or enjoying it."

Next door to his mansion, Marshall Field built a house for his son, Marshall Jr., who married the former Albertine Huck, daughter of a rich Chicago brewer. Young Field tried fitfully to work at the store, but his health was poor and he spent most of his time traveling in England and Europe with his wife and their three children—Gwen-

CONTINUED ON NEXT PAGE



Marshall Field & Co. made its founder, Marshall Field I, fifth richest man in U. S. Field began his business career at 21 as dry-goods clerk in Chicago.



Field Museum of Natural History was recently given to city by Marshall Field, is now called Chicago Museum. Field I endowed it with \$1,000,000.



Long Island estate has 2,200 acres, 60-room house now a OWI training school. Besides "Caumsett," Field has large plantation in South Carolina.



THE EYES THAT LAUNCHED A THOUSAND SHIPS

You're looking at an instrument of great precision, designed to crack a continent. It is guided by precision optical equipment... eyes that will seek out the enemy, find him, range him, help to destroy him.

The need for precision optical instruments in this war is tremendous. Universal alone, furnishing such instruments for the forces of the United States and the United Nations, now makes them in quantities hitherto thought impossible.

Today, thanks largely to Universal engi-

neering research, outstanding accuracy in lens-making is achieved more economically than ever before, anywhere in the world.

Result: a new impetus in the development of photographic and optical instruments... promise of finer-than-ever cameras available to everyone.

A craftsman with a hundred hands

Polishing with rouge is the final step in the grinding of lenses and prisms for Universal Binoculars. Universal-designed machines have converted what was formerly slow hand operation into a miracle of quantity production, while maintaining highest precision standards.



There's only one flag
we're prouder of!

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NEW YORK • CHICAGO • HOLLYWOOD

Makers of Precision Photographic and Optical Instruments • Peacetime Manufacturers of Cinémaster, Mercury, Corsair Cameras

Art-Carved Rings by Wood Art-Carved Rings by Wood Art-Carved Rings by Wood

BEAUTIFUL RINGS
FOR NEARLY A CENTURY

Choose from a collection renowned for its beauty of design, famed for its diamonds of quality. Complete selections at finer jewelers... Send for your copy of "The Bride's Silent Secretary" and "Diamond Ring Guide."

Art-carved by Wood

A SYMBOL OF RING QUALITY—1850-1943

J. R. WOOD & SONS, Inc.
216 East 45th Street, New York City
Manufacturers and Diamond Importers

Buy War Bonds... Keep Them

Art-Carved Rings by Wood Art-Carved Rings by Wood

A NEW DRINK!



Just add 1 tablespoon Brer Rabbit Molasses to a glass of cold or warm milk for a delicious, iron-rich drink.

Makes children love their milk—and it's rich in iron, too!

A NEW DRINK! Milk with Brer Rabbit Molasses added. Most children just love it—even those who dislike plain milk. And it adds extra iron to their diet.

Brer Rabbit Molasses is second only to liver as a rich food source of iron the body can use. Iron helps build good red blood.

Why do children need EXTRA IRON? To meet the demands of growth.

How much EXTRA IRON do children need? The average diet supplies only about two-thirds of the minimum amount of iron children need.

How much EXTRA IRON can they get from Brer Rabbit Milk Shake? Three milk shakes will supply about one-third of a child's minimum daily iron requirement based on government standards. This makes up the deficiency of iron in the average diet.

Two Flavors:

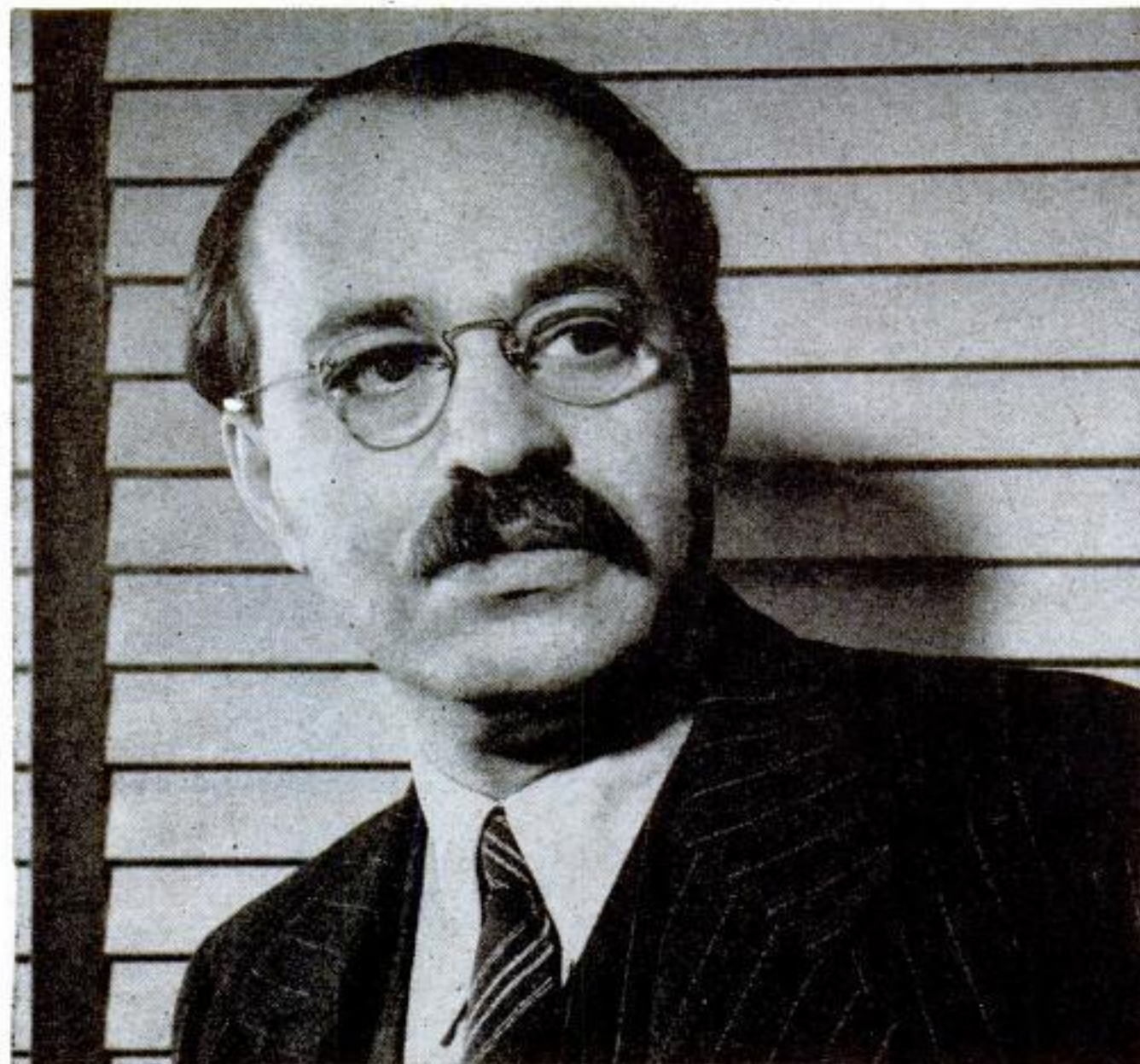
GOLD LABEL— light-colored, sweet and mild-flavored; delicious on bread, pancakes and waffles; and for a delicately flavored milk shake.

GREEN LABEL— dark and full-flavored; recommended for cooking and a richly flavored milk shake.



FREE Penick & Ford, Ltd., Inc., New Orleans, La., Dept. LF1018-3 Send me—free—Brer Rabbit's "Modern Recipes for Modern Living," containing 116 fine molasses recipes. Also pamphlet on children's iron needs.

Name _____ (Print Name and Address)
Address _____
City _____ State _____



Dr. Gregory Zilboorg is the psychiatrist consulted by Field. It is thought Zilboorg brought Field and Ralph Ingersoll (p. 108) together, out of which meeting grew PM.

FIELD (continued)

dolyn, Henry and Marshall Field III. Marshall Jr.'s sister Ethel had married David Beatty, a British Navy captain who was destined to become the hero of Jutland, Admiral of the Fleet, and Earl of the North Sea and of Brooksby. In 1905 he bought an estate near the Beattys' place in Leamington, England.

And on a chilly November night of that same year, Marshall Field II shot himself in the bedroom of his Chicago home. He was 37, and no satisfactory motive for the suicide has ever been advanced.

Aging Marshall Field I was shaken by the loss of his son, and for the first time seemed to lose interest in the store and in the real-estate investments which accounted for the bulk of his fortune. On New Year's Day in 1906 Field played a game of golf with Robert Todd Lincoln, son of President Lincoln, and caught cold. The cold progressed to pneumonia and on Jan. 16 he died. He was buried in Chicago's Graceland Cemetery, under a plain granite slab which records nothing but his name and the dates of his birth and death.

Thus, when he was 12 years old, Marshall Field lost both father and grandfather. He was known then as "the richest boy in the world," thanks to a three-fifths interest in the \$130,000,000 which Grandfather Field left imprisoned behind the 22,000 cautious words of the longest will ever written. He died before any Federal inheritance levies were in effect and consequently the estate is subject to nothing but a low Illinois state tax.

Field's mother speedily moved from Prairie Avenue, Chicago, to No. 2 Carleton Terrace, London. In 1908 she was presented at the Court of St. James by Mrs. Whitelaw Reid and later that year she married Captain Maldwin Drummond, a member of one of England's oldest and haughtiest families. Marshall's sister Gwendolyn married a Scotsman, one Archibald Charles Edmonstone. Marshall's brother Henry "Bunny" Field fell in love with a London chorus girl named Peggy Marsh (née Annabelle Greenough of Chelsea, Mass.) and at the age of 20 became the father of a "love child," according to the quaint phraseology of the period. After this error, Henry decamped to America and wedded Nancy Perkins, a flower of Virginia and niece of Lady Astor. Henry Field died uneventfully in 1917, and his two-fifths share in Grandfather Field's estate passed to Marshall III, who thus became sole heir.

An English education

Young Marshall III was sent to Eton and from Eton to Cambridge. He established his own racing and hunting stables and in a pink coat learned the ritual of riding to hounds with some of the most exclusive packs in England. As a young man he was uncommonly handsome, and by the time he was 20 he had built up a formidable reputation as a ladies' man in London. He acquired, during his youth, a deep affection for England, but unlike some of his relatives he has never considered renouncing his citizenship and becoming a British subject. During the last few years he has been mentioned often as a possible Ambassador to the Court of St. James, but he

CONTINUED ON PAGE 108

MISS SAYLOR'S COFFEE-ETS and CHOCOLATES



Our delicious Coffee-ets... little nips of pure cream and coffee candies are going out in great quantities to satisfy the candy hunger of our men in service and to give them added energy.

But we're not forgetting you. Each time we have a breathing spell, between government requirements, we all pitch in and make our delicious Coffee-ets and Chocolates for home folks just as fast as we can, so from time to time you'll be seeing them at your favorite dealers. If he should be out, remember it's only temporary. He will have them again.



MISS SAYLOR'S CHOCOLATES, INC.
ALAMEDA, CALIFORNIA

DERBY SAUCES

FIRST AID FOR WARTIME COOKS

DERBY HOT SAUCE makes seafoods sing! There's flavor magic in its spicy tang—makes meatless dishes something to cheer about. Delicious with fish, baked beans; adds hearty zest to soups and salads. Use it in cooking and at the table. Send for "Stretching Foods in Wartime" recipes. Glaser, Crandall Co., Dept. H, Chicago



FREE RECIPE BOOK

ALSO DERBY BARBECUE SAUCE • STEAK SAUCE • CHOP SUEY SAUCE

SUN-SWEET



SUN-SWEET means "SUN-SWEET" sweetened in the sun

PACKED AND GUARANTEED BY THE GROWERS

SUN-SWEET PRUNES, APRICOTS, PEACHES MIXED FRUITS, AND PRUNE JUICE

CALIFORNIA PRUNE & APRICOT GROWERS ASS'N.



I told her the coffee was so strong "it had muscles"—so she used them on me! Instead, I should have bought her a "VACUATOR"—the practical 2-3-4 cup size that makes any coffee taste better. And so-o-o easy to use too! Savings on sugar and cream would pay for it in no time! See your dealer—TODAY!

HILL-SHAW CO. • CHICAGO, U.S.A.

* Apple "Honey"

protects the freshness that protects your enjoyment

Here's what Apple "Honey" does for tobaccos...

Sprayed on Old Gold's choice blend, Apple "Honey" guards the natural moisture and helps keep your cigarettes fresh on their way to you. This new conditioning agent acts to seal in freshness of each tiny fiber—helps protect against dryness.



Here's what Apple "Honey" does for you!

Apple "Honey" acts to give you the pleasure that only properly conditioned tobaccos can provide. Try Old Golds today and see if this great tobacco blend of imported and domestic tobaccos, including famous Latakia, isn't *your* cigarette.



Old Gold

CIGARETTES



Back the Attack with War Bonds!

* This new moistening agent was first developed by scientists in the Eastern Regional Research Laboratory of the U. S. Department of Agriculture. We named it Apple "Honey."

LISTEN TO:

Sammy Kaye's Band and Guests, Wednesday Evenings, CBS Network
Bob Crosby and His Orchestra, Sunday Evenings, NBC Network

P. Lorillard Company—Established 1760

Lowest

The results of impartial tests as published by Reader's Digest in July of last year, when figured in percentages, show that Old Gold was:

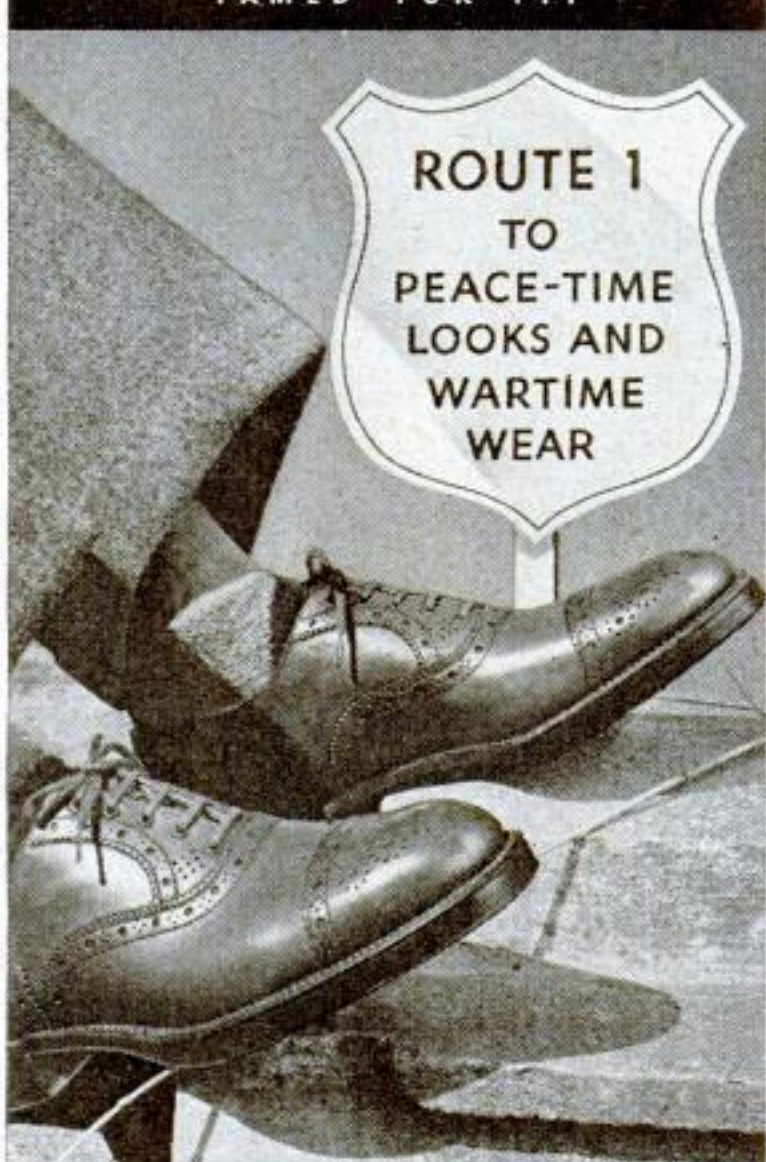
14% LOWER in nicotine
10% LOWER in throat-irritating tars and resins
than the average of the 6 other brands tested.

Tough as Tan Bark
Staunch as Oak!



Mansfield
FAMED FOR FIT

ROUTE 1
TO
PEACE-TIME
LOOKS AND
WARTIME
WEAR



Mansfield
FAMED FOR FIT



HAVE WHAT
IT TAKES FOR
COMFORT IN
ROUGH GOING

Mansfield

\$5.95 * \$7.50

MANSFIELD SHOES • WHITMAN, MASS.



Ralph McA. Ingersoll (above, right) was kept on as the editor-publisher of *PM* after Field took over financial responsibility. After two years the Army inducted Ingersoll.

FIELD (continued)

says that he never was seriously considered for the post. "I don't think I would be a very good choice," he remarks with great seriousness and naiveté.

Field went back to America in 1914 to take over a trusteeship of his grandfather's estate when he was 21. He crossed on the *Lusitania* with his first bride-to-be, the former Evelyn Marshall of New York whom he had met in London. One year later they were married by a Catholic bishop and in 1917 Field enlisted in the Army, ten days after the U. S. declared war. Appropriately, as a horseman, he entered the cavalry, but went to France with the artillery, rose to be a captain. Writing for a Chicago paper, Carl Sandburg contemptuously dismissed him as "physically and mentally a sort of nobody who travels on his grandfather's name and money." But Field had an excellent war record and was cited for bravery in action (at St. Mihiel).

After the war, Field concentrated on polo, hunting and racing, and on the creation of Caumsett out of three adjoining estates which he bought. There guests could play tennis on indoor or outdoor courts. They could wander through Caumsett's gardens, the finest in America, and admire huge chrysanthemums which consistently won prizes at the better flower shows. They could drive any of a dozen automobiles in the garage or ride any of a score of thoroughbreds in the stable. They could angle for trout in a well-stocked brook on the estate. They could inspect the livestock—a herd of prize Guernseys headed by Caumsett Dynamo, herd sire which was shown at the New York World's Fair. In season they could borrow one of Field's \$1,500 Boss English guns and shoot over an expanse of woodland teeming with pheasants. For quick trips there was a Grumman amphibian and for leisurely ones there was a yacht anchored in the Sound. Finally, there were the parties. The Fields were lavish entertainers and Caumsett became especially famous for alfresco dinners for hundreds of guests, who were served on the terraces in front of the main house.

Wives I, II and III

Into this golden dreamworld children periodically were ushered. Mrs. Evelyn Marshall Field produced three little ones — Marshall Field IV, now a Navy lieutenant (j.g.) married to Joanne Bass, daughter of a former governor of New Hampshire; Barbara, formerly Mrs. Anthony A. Bliss, now married to Dr. Robert Boggs, naval medical officer; and Bettine, who attended Bennington College and recently married McChesney Goodall Jr., a medical student at the University of Virginia.

In 1930 the first Mrs. Field went to Reno with a retinue of servants and told reporters that she and Marshall were "as far apart as the sun and the moon." But the Fields remained on friendly terms. To the despair of his lawyers, Field gave her his \$3,000,000 New York town house, plus a settlement that would guarantee her an income of at least \$1,000,000 a year. Mrs. Field (now Mrs. Diego Suarez) bought a place at Syosset, Long Island, close to Caumsett, and the children divided their time between the two estates. When Field gave daughter Barbara a \$50,000 debut at Caumsett in 1936, Mrs. Field participated by entertaining the guests at a large dinner party at Syosset.

CONTINUED ON PAGE 111



starring in
RKO's
"BOMBARDIER"
•
PAT
O'BRIEN

THIS IS WHAT I
CALL A **WOW**
OF A TOMATO-
JUICE COCKTAIL!

It IS a WOW! Made with
**FRENCH'S WORCESTERSHIRE
SAUCE!**

To make this *different*, refreshing cocktail, add to each glassful of tomato juice a few grains of salt and pepper and a teaspoonful of French's Worcestershire. Mix well—serve very cold. Blended from choice ingredients, this famous sauce gives tomato juice a wonderful rich new flavor!

Top-Notch Quality
at half the price



BUY WAR
BONDS AND
STAMPS

For Victory

MEDICATED FOR
**CLOTHESPIN
NOSE**

Cold make breathing difficult? Nose feel "clamped in a clothespin?" Put a Luden's in your mouth. As it dissolves it releases cool menthol vapor—which, with every breath, helps relieve clogged nasal passages, unclamp "clothespin nose!"

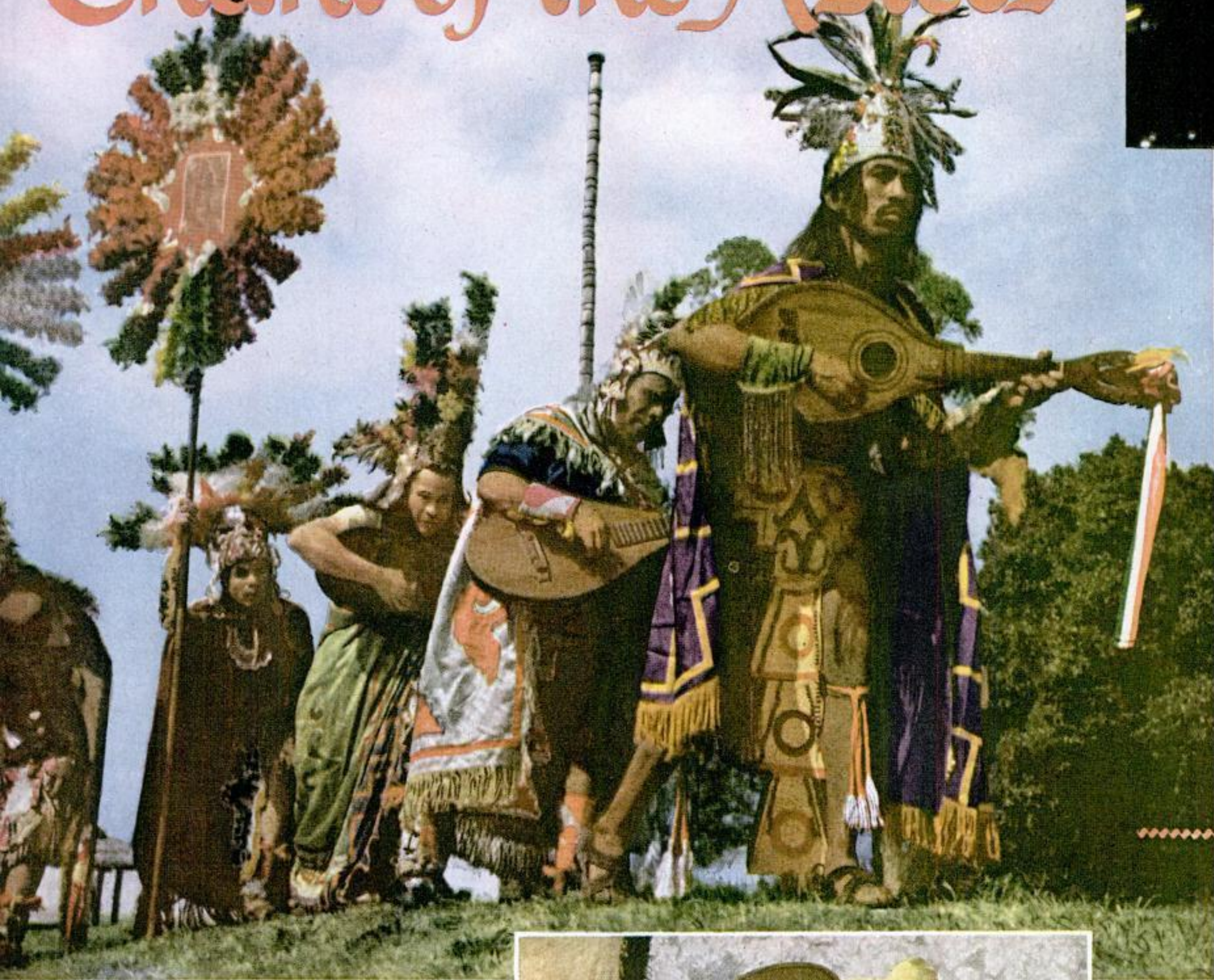


**NEW! LUDEN'S
HONEY-LICORICE
COUGH DROPS!**

Here's a new flavor in cough relief by the makers of Luden's Menthol Cough Drops. Both are medicated. Both 5¢.

Riveting-Hammers are Drowning out the

Chant of the Aztecs



1 "In Mexico City today," writes a friend of Canadian Club, "barefoot Indians from the country complain they have to tread easy for fear of hot rivets—so many skyscrapers are going up. Yes, sir—and Avenida Juarez at night reminds you of New York's Gay White Way at its brightest. And what an easy-to-get-to spot after the war!"



2 "Pan-American Airways has accomplished eye-widening things to put Mexico within a few hours and dollars of every U.S.A. city. Plan a visit!"

3 "Mine began with a fiesta at a dude rancho built by Cortes at the edge of the city four centuries ago. High-spots: thrilling Aztec music and dances, marvelous food, grand hospitality.



4 "You don't know how colorful an industry can be until you've seen a Mexican silver mine. Little more than an hour from town, I saw one of the world's largest, oldest, and most spectacular.

5 "The teeming markets sell everything from food to furniture. For a song, I bought wonderful hand-made blankets, mats, and pottery to brighten up the game-room back home.

6 "That was the day I met Mexico's fiery spirit, tequila (distilled from juice of the maguey plant, sucked into hollow gourds). My escort grinned at my expression as I sampled tequila...



7 "Come, amigo," he said, "perhaps you'll prefer our favorite whisky!"—and proved thereby that we and Mexicans are simpáticos. For Mexico's favorite quality whisky turned out to be United States' favorite, *Canadian Club!*"

Once the war is over, it will be easier than ever before to visit Latin America. And when that time comes, you will find Canadian Club Whisky again available there for toasting all the grand "good neighbors" you'll be meeting.

Right now, the distillery is making war alcohol instead of whisky; so the available supply of Canadian Club is on quota for the duration.

Also, railways must give war materials and food the right of way, and you may sometimes find your dealer out of stock.

Many Canadian Club fans are voluntarily "rationing themselves"—by making two bottles of this choice whisky go the length of three.

IN 87 LANDS NO OTHER WHISKY TASTES LIKE

"Canadian Club"

Distilled and bottled at Walkerville, Canada • Imported by Hiram Walker & Sons Inc., Peoria, Ill.
Blended Canadian Whisky 90.4 proof



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Every branch of the Armed Services uses the telephone. No. 7 of a series, Air Forces.



Won't you help him?

This pilot is one of millions of men in the armed forces who need equipment that only *your* dollars can buy. Not just a few dollars now and then—but *regularly*—every dollar you can possibly invest in War Bonds from now till Victory!

Over the interphone comes the bombardier's voice, "Bombs away!" Some day, some pilot will hear these words as the war's last bomb goes down. He will bring his crew home to their happiest landing—in a world where all men may look to the skies, not in fear of death, but in thankfulness for freedom.



Western Electric

IN PEACE...SOURCE OF SUPPLY FOR THE BELL SYSTEM.
IN WAR...ARSENAL OF COMMUNICATIONS EQUIPMENT.





Publisher of the Chicago "Sun," Field's second newspaper, is Silliman Evans (left, above). Evans runs the paper with a high hand and allows Field little participation.

FIELD (continued)

By this time, Field had been married and divorced from his second wife, the former Audrey James of London, widow of Captain Dudley Coats, of the wealthy English Coats thread dynasty. Mrs. Coats, introduced into the U.S. as "a great beauty," was the goddaughter of King Edward VII and a favorite of the Prince of Wales, now the Duke of Windsor. She belonged to that high-spirited group sometimes described as "the bright young people," and while she was the incumbent at Caumsett she insisted on gaiety. Consequently, the Fields were always in motion. They were reported hunting in England with the Prince of Wales, or yachting in the Mediterranean, or refurbishing an old Virginia plantation, or leasing a Wyoming ranch for a long houseparty. Audrey Field, a child of the night clubs, was unconscious of the depression. In the dark days of 1932 she decided to touch up the dining room in Field's New York apartment, an event which one columnist chronicled as follows: "Taking their cue from Sir Philip Sassoon's London music room, Marshall and Audrey have mirrored walls. And on the mirrors are painted the most wondrous collection of 'our feathered friends' upon which my optics ever have gazed. The birds are the work of no less a genius than Etienne Drian, who came from Paris especially to ply his brushes on the Fields' dining-room mirrors, and whose bill for 'services rendered' resembled nothing so much as the national debt of Albania!" Stories like this were in delightful contrast to the dreary account of bread-lines and bonus marches which filled the papers in 1932.

Gentleman in the dark

Yet even then, beneath the bright surface of Field's life, changes were taking place. He was nearly 40, and was discovering that there was little satisfaction left in his possessions. The world beyond the horizons of Caumsett was black, and the tight little private world of yachts and polo, the Prince of Wales, the horses running under straw-and-cerise Field silks, the night clubs and parties and birds painted on dining-room mirrors—all this had left a flat and disagreeable taste in his mouth.

At 40, which is an introspective age, Field wondered what it was all about. Except for a year and a half in the Army during World War I, he had been thickly insulated against any contact with life as it is lived by ordinary people. The insulation was money, and it had given him every conceivable luxury except the one supreme luxury of inner confidence. Never had he had the opportunity to stand on his own feet and accomplish something for himself against the same odds that other men face, and nothing in his past record suggested that he could do it.

So, during a period of great confusion and unhappiness, Field reached a turning point when he consulted a Russian-born New York psychiatrist named Dr. Gregory Zilboorg and undertook psychoanalysis. Black-mustachioed Dr. Zilboorg was a member of Alexander Kerensky's Provisional Government, and came to the U. S. in 1919.

Rumors gathered around Field during the months of his analysis. Early in 1934 guests at Caumsett parties noticed that he and Audrey Field no longer were speaking to each other, and when Audrey went

CONTINUED ON NEXT PAGE



Make this your family portrait Now...

Some loved one is missing from almost every family group today.



In this case, it is Son Bob, who flies a Liberator over enemy territory. And because the family wants him back—just as soon as possible—just as soon as you want your loved ones home again—every one of them is doing something about it!



DAD'S short-handed at the shop, but finds time to work in Civilian Defense. Buys War Bonds regularly, too.



MOTHER rolls bandages for the Red Cross; saves fats and tins; bakes cakes for the USO.



SON TOM quit his non-essential job; works in a war plant; puts part of every pay in Bonds.



TOM'S WIFE serves as a volunteer Nurses' Aide; cares for the children; helps them collect scrap.

Yes, every member of this family is helping to speed victory. If every member of every family does the same, we'll shorten this war...

...and get the boys home Quicker!



Then, when Victory comes...

...re-united families will be free to live their own lives—in their own way—in their own homes.



...homes that will be made more attractive—more comfortable—by improved models of many familiar products whose manufacture has been discontinued through the war years. Duo-Therm

Fuel Oil Heaters, Furnaces and Water Heaters, for example.

There'll be new Duo-Therms just as soon as Duo-Therm's men and machines are no longer needed for war work. And they will be even more beautiful—more economical—than the pre-war Duo-Therms that are now delivering more heat from less fuel in 500,000 wartime homes!

Copyr. 1943, Motor Wheel Corp.

DUO-THERM FUEL OIL HEATERS

DIVISION OF MOTOR WHEEL CORPORATION LANSING, MICHIGAN

America's Leading Manufacturer of Fuel Oil Heating Appliances



PORTIS HATS

Victory Styles



You win admiration with a smart new Portis...splendidly fashioned of rich, luxurious felt—with exclusive "Protek" perspiration-proof interlining and "Swansback" water-repellent finish for extra wear... Styled in the Victory manner!

At the better stores everywhere
\$5 • \$5.50 • \$6.50 • \$7.50 • \$10
PORTIS BROS. HAT CO., CHICAGO



Opposite Tribune Building are billboards proclaiming truthfulness of the *Sun*. Chicagoans find it truthful but schizophrenic: editorials vigorous, news columns flaccid.

FIELD (continued)

to Reno the gossips blamed Zilboorg. Happily for Field's third wife, the comely Mrs. Ruth Pruyn Phipps (formerly married to Ogden Phipps) it is said that the good doctor found her *simpatica*. Mrs. Phipps married Field in 1936, and moved into Caumsett with her two young sons, Robert and Harry Phipps. Since then she has presented Field with two daughters—Phyllis, 6, and Fiona, 4.

Perhaps the most significant early result of Field's analysis was his backing—to the tune of some \$50,000—a Zilboorg-inspired venture called the Committee for the Study of Suicide, Inc. Headed by Zilboorg, the Committee made a review of several thousand suicides and concluded that the "will to die" is latent in a majority of the population, that the act of suicide is not impulsive, but the culmination of unconscious desires extending back to childhood.

Another of Dr. Zilboorg's patients was restless, volatile Ralph McAllister Ingersoll, who founded *PM* and who now is a captain in the Army. Field had been converted to his atonement program by then and wanted to "do good" in the world by paying for some worthy venture. Ingersoll wanted to become a newspaper publisher. Many people drew the obvious conclusion that Dr. Zilboorg had decided to kill two birds with one stone when, shortly afterward, Field turned up as the chief backer of *PM*. This deduction was seized on and wildly embroidered by the press. Field has denied explicitly that Zilboorg had anything to do with his taking an interest in publishing. He says: "I met Ralph Ingersoll, who was then seeking support for *PM*, through an entirely different source and decided to participate in the enterprise because, and solely because, of my great interest in liberal and honest journalism."

From Caumsett to Chicago

Field's conversion from gay dog to earnest publisher and champion of popular causes baffled and appalled many of his friends. Certain of the Long Island gentry seriously believed that he was addled—possibly because of being whacked over the head with polo mallets too often. "How can Marshall say the things he does and tear down everything he stands for? How can he go on paying for that radical paper?" Such was the common reaction.

While *PM* was strongly left wing, Field himself had little to do with its policy or content. Existing in what a friend called a state of "beatific dizziness" after his Zilboorg analysis, Field was surrounded with advisers who handled everything for him, leaving his mind free to wander in space. At *PM* for example, he let Publisher Ingersoll run the paper as he saw fit, and no questions asked. Field's non-interference was positively spectacular. Once in a while he attended editorial conferences. Awed by the presence of the benefactor, the *PM* writers and reporters would ask his opinion of various ideas and projects. "I really couldn't say," was the invariable reply from Field, who customarily sat in a corner on these occasions. "I'll just let Mac Ingersoll decide that for me." "Mac's" decisions always were spirited, but frequently erratic. *PM* embarked on a series of frantic exposés of practically everything, from diseased chickens in New York

CONTINUED ON PAGE 114

Anywhere you see it
V.V.O. means better Scotch



Because it is the pick of choice Scotch Whiskies, Martin's V.V.O. is also the choice of discriminating hosts everywhere who recognize and appreciate a "better" Scotch.

MARTIN'S
V.V.O. BRAND

Blended Scotch Whisky
88 proof

IMPORTED BY McKESSON & ROBBINS, INC., N. Y.

BRIGHT STAR
FLASHLIGHTS
and
BATTERIES

NOW SERVING OUR MEN
ON EVERY FRONT!

BRIGHT STAR
BATTERIES

WHEN THE WAR IS
OVER THEY'LL SERVE
AT HOME AGAIN!

BRIGHT STAR BATTERY CO., CLIFTON, NEW JERSEY

GOO STOP

HESSON GUARD
MILANO \$1

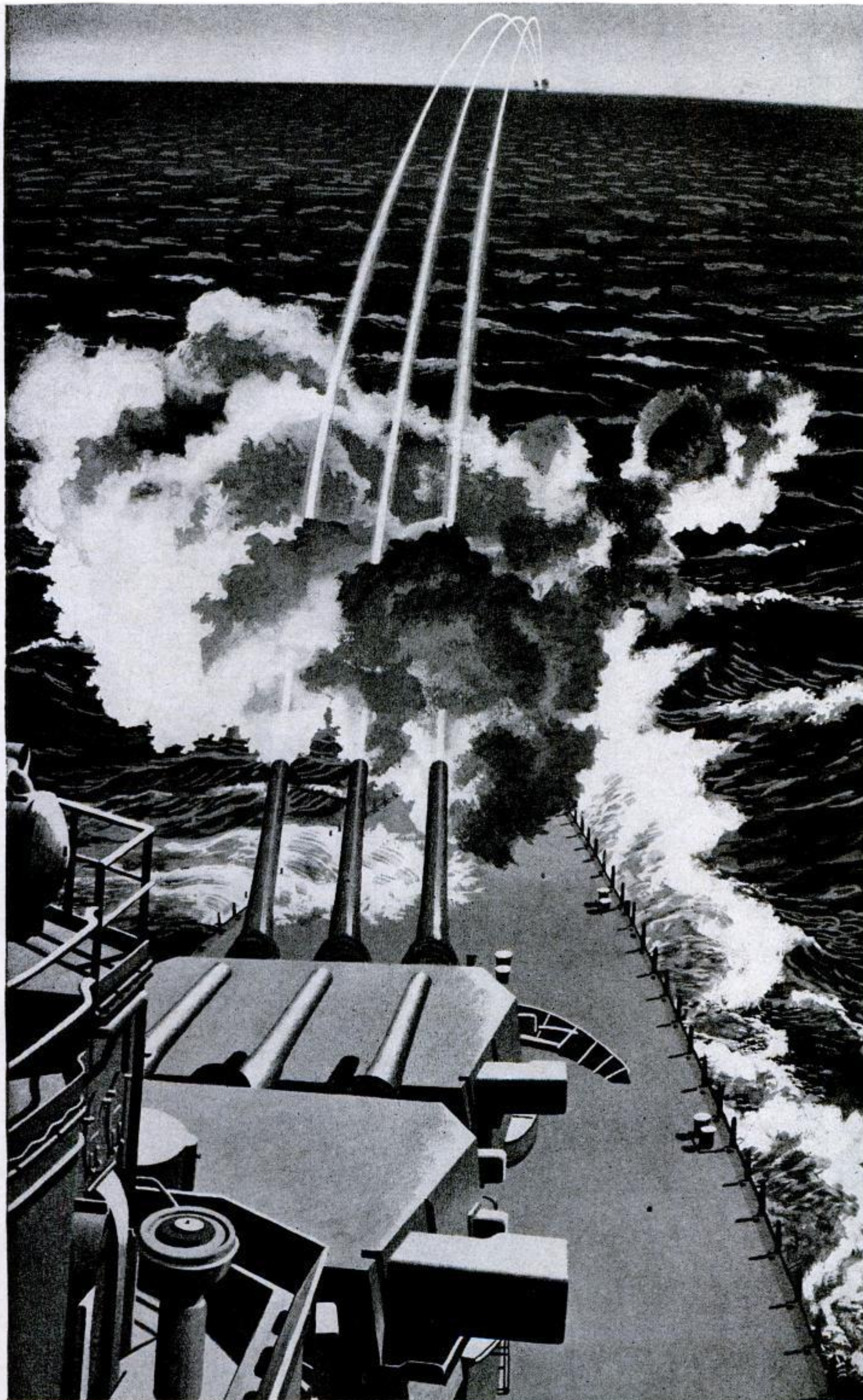
NO GOO CAN PASS
HESSON GUARD
IT'S CUSHION
SEALED

Spotless

HANDKERCHIEF TEST PROVES VITAL ZONE

NO MATTER HOW OFTEN YOU SMOKE IT

Battleship X sinks an enemy ship *18 MILES AWAY!*



How was this done? What made it possible?

TO HIT AN ENEMY SHIP miles away, from a rolling, pitching warship, involves complex problems, the *complete* answers to which are known only by our naval personnel and by a small group of companies specializing in such problems.

Here are a few of the factors which enter into the solution of these problems:

1. Direction and speed of enemy ship.
2. Direction and speed of our ship.
3. Distance to enemy ship.
4. Time required for shell to travel to enemy.

Furthermore, the shell travels in a curve, its true course being affected by many things, such as:

5. The rotation of the earth.
6. Direction and velocity of wind.
7. Weight, shape, and velocity of shell.

The answer, which takes into account *these and other problems*, must be available *immediately*, since both our ship and the enemy ship are on the move.

Our Navy must *know* where the enemy ship will be when our shells arrive, many seconds or even a minute after leaving the guns. And to get our shells to arrive at this precise spot, the angle of gun elevation, lead, and all other factors must be calculated with unbelievable accuracy, and the gun put into correct firing position.

The present mechanical marvel, called *fire control*, which solves these problems, involves among other things the use of hydraulics, optics, calculating machines, and electronics. Naturally, it did not spring into being overnight.

It is the result of years of inventive development by companies like Sperry, co-operating fully with and receiving full co-operation from the Armed Forces.

Since it takes so many years to perfect such equipment, the development work, engineering, and testing had to be completed during peacetime.

Otherwise there would have been no equipment ready when war came.

All this took large sums of money and the best efforts of highly trained, specialized engineers.

In addition to the development of many peacetime devices, Sperry companies have specialized in the creation and manufacture of fire-control equipment for the Navy since 1908.

***The United States Navy leads the world in
accuracy and speed of gunfire.***

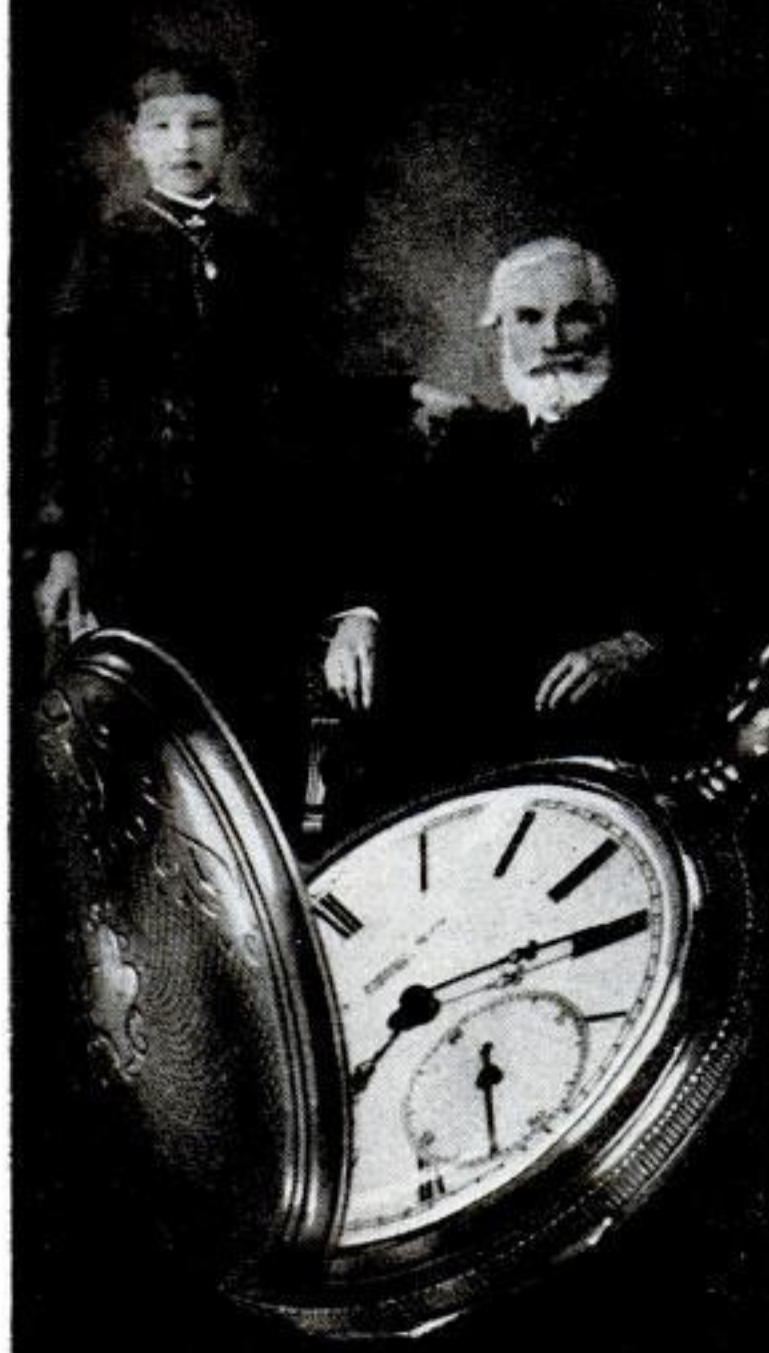
BACK THE ATTACK
BUY WAR BONDS

SPERRY CORPORATION

30 ROCKEFELLER PLAZA,
NEW YORK 20

✓ FORD INSTRUMENT COMPANY, INC. ✓ SPERRY GYROSCOPE COMPANY, INC. ✓ VICKERS, INC. ✓ Waterbury Tool Division. ✓ VICKERS, INC.

Adventures of
LONGINES
THE WORLD'S MOST HONORED WATCH



*The watch of a first citizen**

When the old gentleman pictured above was a young man, he purchased this Longines hunting-case watch in Ottawa. It was in 1867, the year Canada became a Dominion. Recently, it came to our Canadian office with a routine request for cleaning. After seventy-five years of continuous service with three members of the same family, it was in remarkably good condition. The grandson who sent it to us wrote, "He used to hold the watch to my ear so that I might hear it tick. It impressed me considerably as something human." It can be observed that we keep only friends we can trust. The experience of this "first citizen" of Canada is another eloquent tribute to the faithful timekeeping of Longines watches over the years.

*Based on documents in our files

Longines-Wittnauer Watch Co., Inc., New York, Montreal, Geneva; also makers of the Wittnauer Watch a companion product of unusual merit.

Longines
WINNER OF 10 WORLD'S FAIR GRAND PRIZES
AND 28 GOLD MEDAL AWARDS



The beating heart of every Longines Watch is the Longines "Observatory Movement," world honored for greater accuracy and long life. *Reg. U. S. Pat. Off.

FIELD (continued)

poultry markets to Fascists in the State Department. The net result was journalistically weak.

Out in Chicago, Field still moves in the midst of a swarm of advisers, and he scarcely could be held responsible for the many shortcomings of the *Sun*. He had had the idea of starting a Chicago paper for a long time, but the first definite plans were made in 1941, after a survey showed that Chicago was the most promising town in the U. S. for a new paper, and after 100,000 Chicagoans who were fed up with the *Tribune* signed a pledge to support the *Sun*. "Billions for defense, but not two cents for the *Tribune*" was their slogan, and Field responded with a manifesto promising that the *Sun*:

"... will be a completely objective newspaper—which simply means securing and presenting the facts as they are, unbiased by prejudice or temperament.

"Editorially, this newspaper will be independent, progressive, liberal and dedicated to the maintenance of the American form of constitutional, democratic government, and for the preservation of the democracies of the world. It will agree, where it finds agreement, with the policies and actions of any administration. It will disagree where it does not. It will not wear the colors of party. . . ."

A schizophrenic newspaper

A high-priced staff was thrown together hastily; arrangements were made to print the *Sun* on the presses of Secretary of the Navy Frank Knox's afternoon paper, the *Chicago Daily News*; a supply of newsprint was contracted for; offices were opened; President Roosevelt gave the paper his blessing, and is said to have asked Chicago's Mayor Ed Kelly to use his influence to see that it got distribution; finally, on Dec. 4, 1941 the first issue of the *Sun* somehow was produced. And only three days later the chief reason for its existence—anti-isolationism—vanished with Pearl Harbor. America First took cover, and McCormick's *Tribune* blossomed with Old Glory in full colors and "My country right or wrong" for its slogan.

Since then the *Chicago Sun* has behaved a good deal like Stephen Leacock's famous horseman who mounted his steed and rode off in all directions. Until Field himself took the title a few months ago, it had a succession of editors, all with different policies similar only in their lack of aggressiveness. The paper often seemed namby-pamby rather than liberal, confused rather than progressive, and "objective" to the point of sterility. And while the *Tribune* poured venom and innuendo on Field and the *Sun*, the *Sun's* only rejoinder was a pious advertising campaign which urged Chicagoans to "Read the Truth" in its pages. Chicagoans had expected a fight and they were disappointed. Sensing weakness in the paper's direction, their disappointment was tinged with contempt.

The *Sun* applied for an Associated Press franchise in 1941, and also offered \$250,000 for the morning membership of the old *Herald-Examiner*. Turned down on both counts, Field then supposedly prodded Washington into starting an antitrust suit against the A. P., with uncertain outcome. However, the *Sun* has the U. P. and a small corps of highly able correspondents, and its coverage of foreign news is good. Through its expensive Washington bureau it also has good cov-

CONTINUED ON PAGE 117



Editorial conference is conducted daily by Field (above, center). At left is Frank Smothers, chief editorial writer; at right, Evans and Frank Taylor, the publisher's assistant.



A HEADACHE TIP YOU'LL LIKE

Headaches are never pleasant company. A "BC" Headache Powder usually offers quick, soothing relief. Try it today. 10¢ and 25¢ packages at all drug stores. Use only as directed.

QUICK-ACTING
"BC"
for HEADACHES
neuralgic and muscular pains



La Cross
AMERICA'S FINEST
surgical instruments
MANICURE IMPLEMENTS



● Treasure your precision-ground La Cross manicure implements. They may be the last you can get for the duration. The craftsmen, who fashioned them in peace-time, today are making vital surgical instruments for America's armed forces. After victory La Cross implements will be better than ever.

Schnefel Bros. Corporation, Newark, N. J. • Est. 1903

"The national rub-down"

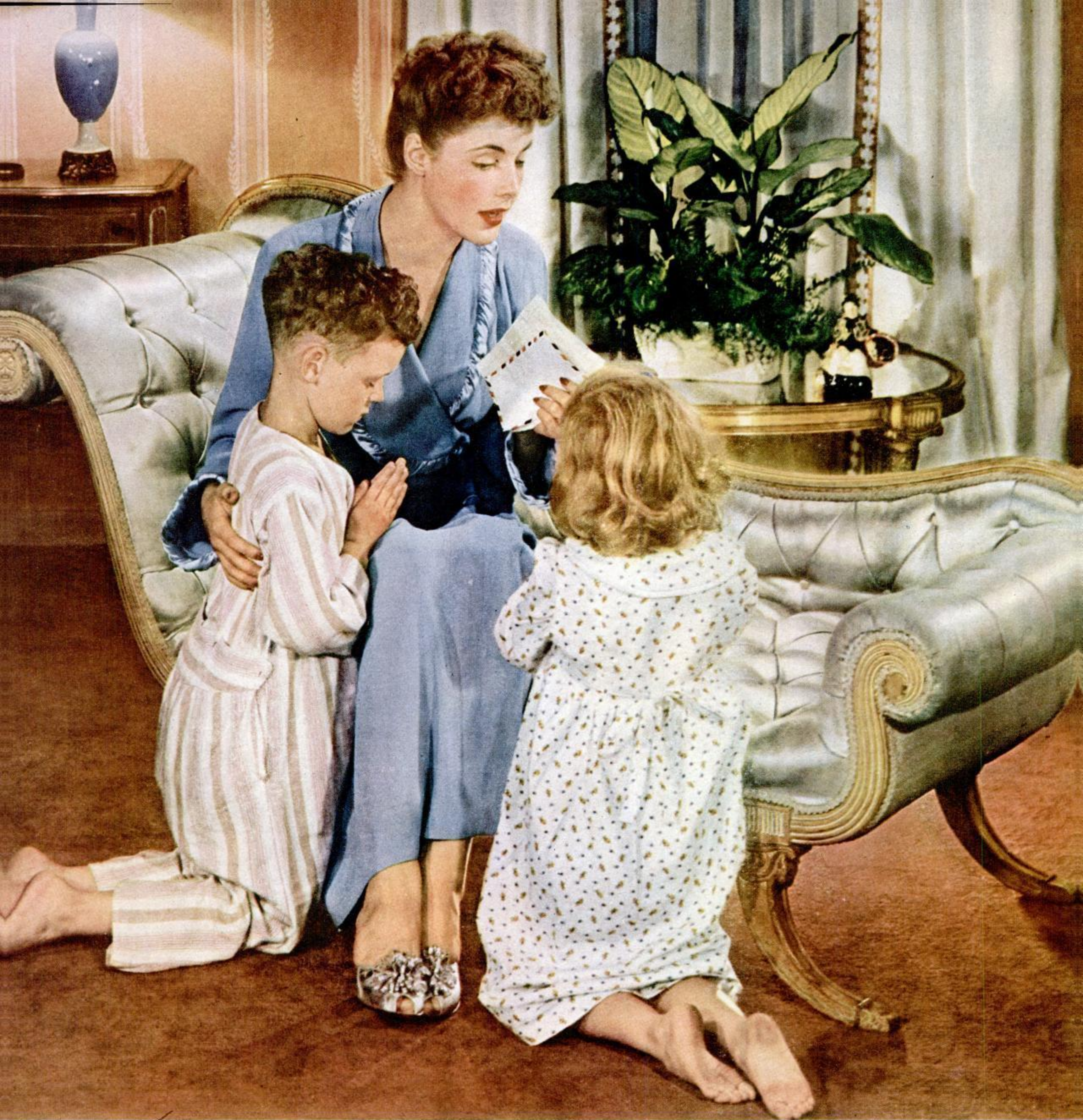


Guaranteed by Good Housekeeping
if defective or not as advertised, return

MIFFLIN
ISOPROPYL ALCOHOL
RUBBING COMPOUND

Keep Perspiring Feet Dry and Sweet

Excessive perspiration often makes your feet uncomfortable—socks or stockings damp, as well as causing disagreeable foot odors. Try dusting your feet and shoes with Allen's Foot-Ease. Easy—quick—convenient. It acts to absorb excess perspiration and prevent odors. If you are breaking in a new pair of shoes or if you are wearing an ill-fitting tight pair, there's nothing like Allen's Foot-Ease to relieve the friction that makes feet feel so uncomfortable. For real foot comfort, be sure to ask for Allen's Foot-Ease today!



And so to Sleep—

ON THE FINEST MATTRESS OF THEM ALL

The *best* mattress you can buy is the *only* one to have in these tense times. For *proper rest is vital*. Englander has been traditional in America's *finest* homes for fifty years. Custom-built. Luxuriously comfortable. And scientifically constructed for the utmost in body rest. Insist on an Englander. Remember, the tradition of fine mattress-making is yours in every Englander, regardless of price!

GOOD NIGHTS THAT BRING GOOD MORNINGS — SINCE 1895

ENGLANDER 4-Star BODYGUARD, new "Non-Stretch" construction...luxuriously comfortable, resilient, durable...by far the finest mattress made today. \$39.75. Other models, double or twin sizes, priced from \$24.75 to \$59.75. Box springs to match also available. The Englander Company, Inc. . . . Main Office, Chicago, Illinois.

Englander

**AMERICA'S MOST
LUXURIOUS MATTRESS**

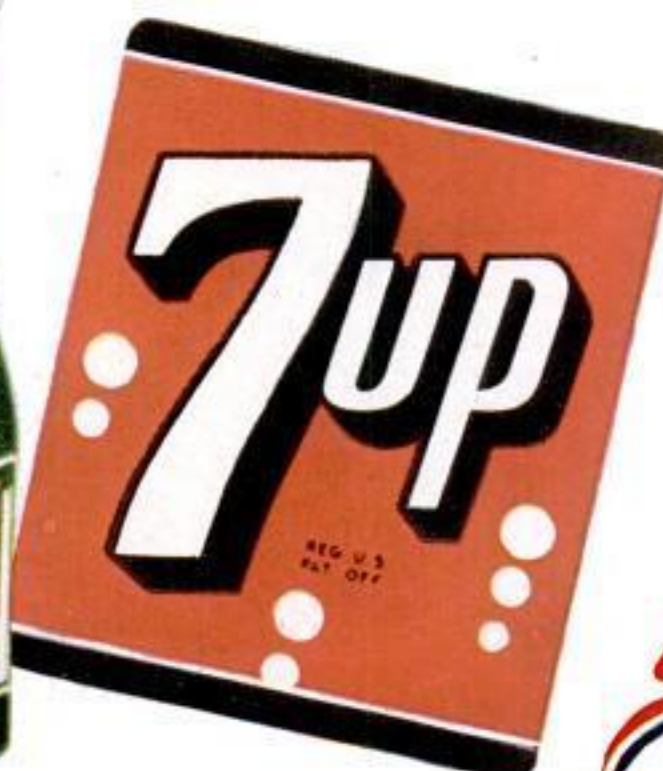


"Fresh up" AND SMILE




*"fresh up"
with
Seven-Up*

*You like it
... it likes you*



★ Like to feel your spirits rise? Like to smile? Then 7-Up is made for you. You'll love its fresh, clean taste . . . its happy, bubbling sparkle. You'll like the way it quenches thirst, the way it cools your mouth and throat, the way it gives you a "fresh up". You just can't help but smile!

Ask for 7-Up wherever you see the 7-Up sign. Although the supply is limited for the duration, you can get your share if you speak up for it. From Maine to California, "fresh up" means 7-Up, and 7-Up means "fresh up".

 Your share of War Bonds now guarantees your share of tomorrow's good things.



A rich liberal, Field has been a New Dealer for years, started *Sun* with Administration's best wishes. Here he chats with Henry Wallace at a United Nations rally in Chicago.

FIELD (continued)

erage of capital news. But Chicago is a provincial town, more interested in local news than anything else, and here the *Sun* falls down badly. Its outlook is primarily world-minded—whereas the *Tribune* is aggressively local—and most of its editors were recruited outside of Chicago. In addition, the *Tribune* has a big edge in its comics and, though the *Sun* carries numerous columns, these seem to have been chosen with little idea of consistency.

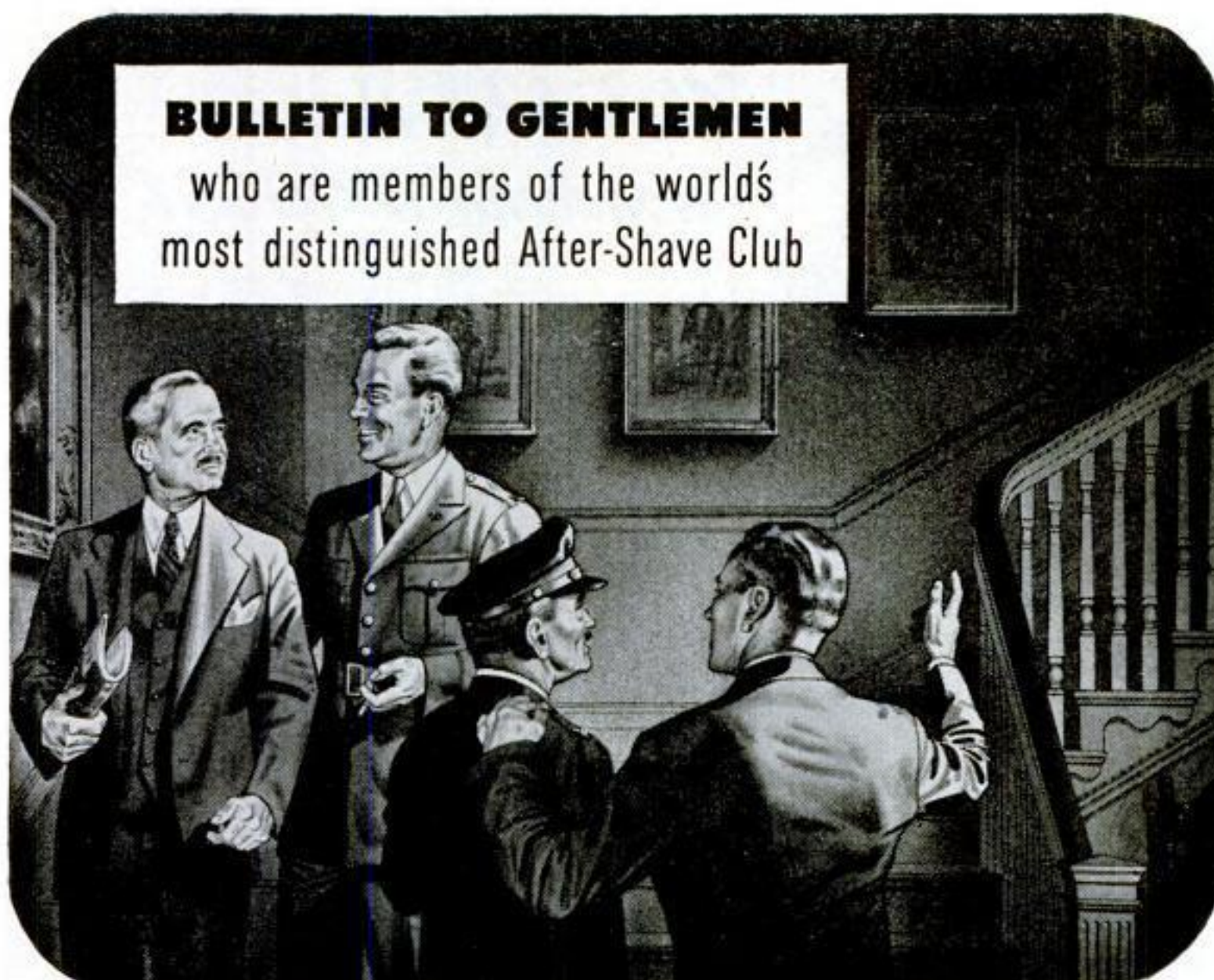
To ordinary Chicagoans who had hoped for a really liberal, enlightened paper—which Field had promised them—the most disappointing thing about the *Sun* has been its lack, until recently, of any consistent point of view.

But no readers feel as bad about the *Sun's* missed chances and fumbling performance as do the members of the working staff of the paper. Most of them left good jobs on other papers around the country and came to the *Sun* in a crusading spirit. They feel let down, but they don't blame Field. Instead, they blame his advisers and the *Sun's* executives, especially plump sawed-off Silliman Evans, Field's publisher at a reputed salary of \$100,000 a year. Field hired Evans in 1941 on the advice of his financial adviser, a one-time investment banker, Charles G. Cushing. Evans is an able politician, a deal maker and an all-round slick operator. He served an apprenticeship with Amon Carter, is a protégé of Jesse Jones and, in addition to running the *Sun*, publishes the *Nashville Tennessean*. He was described once as "a Texas type, a bumptious glad-hander with a banker's eye and a broker's heart." At home in Nashville he has a portrait of himself, very Napoleonic and imposing, with his hands in his pockets. Showing the picture to a friend one day, he said: "Well, what do you think of it?" "Very nice, Silliman," was the reply. "Only it's the first time I've ever seen you with your hands in your own pockets." Among the *Sun's* staff this is relished as a trenchant commentary on the Evans-Field relationship.

Knowing practically nothing about the newspaper business besides what he had read in biographies of Scripps, Pulitzer and others plus what he had picked up in occasional visits to *PM*, Marshall Field gave Evans full control of the *Sun*, and thereafter became a kind of prisoner in his own castle. Field was pathetically eager to work his way down in the hierarchy, to mingle with the men who write and produce the paper, and learn how they do it. In the early days he used to spend much time hanging around the city room and the cable desk, but Evans soon put a stop to this, and Field no longer was seen among the lowly.

Once in a while, though, Field gets the upper hand. At an editorial conference Frank Smothers, chief editorial writer, suggested an editorial on the Non-Partisan Council to Win the Peace, which was about to open a Chicago branch. Field's name happened to be on the press release announcing this event, but Evans didn't know it. "Tell me more about this organization," said he. "It sounds very suspicious. Who's behind it?" Smothers picked up the list and read a few of the names which included Raymond Clapper and Mrs.

CONTINUED ON NEXT PAGE



BULLETIN TO GENTLEMEN

who are members of the world's most distinguished After-Shave Club

AQUA VELVA is the world's most popular after-shave lotion. But now, with certain essential ingredients going into war production, there is less Aqua Velva available to meet an increasing demand.

Avoid waste! By using Aqua Velva carefully, you should be able to enjoy it more regularly. Just a few drops after shaving leave your face feeling softer, cooler. Refreshing as a mountain breeze, Aqua Velva has a clean, pleasant scent you'll like.



A FEW OF THE MEMBERS

George Biddle
Edy Culbertson
Chas. A. Smith
Richard D. Wagner
Brook Pemberton
Sam Brinkley

FINE NEW GUM BY FLEER

A FINE OLD FIRM



FRANK H. FLEER CORP.
 ESTABLISHED 1885



The short cut to a long education in pipe-tobacco is—a package of Briggs right now. You'll see right off that Briggs is the grand prize of pipedom, from the first fragrant, tantalizing sniff to the lingering delight of its luxurious, caressing taste. Because Briggs is cask-mellowed for years—longer than many costly blends—and *you* harvest all its full-ripe richness! So go to it, man—try a package of Briggs today.



The Smoke
with
a Smile

PRODUCT OF P. LORILLARD COMPANY

Let an auld mon tell ye

Mature men, discerning users of fine Scotch whiskies, will tell you that a single statement explains their preference for Teacher's . . .



Made since 1830 by Wm. Teacher & Sons, Ltd., Glasgow

TEACHER'S
Perfection of Blended Scotch Whisky



SOLE U. S. AGENTS: Schieffelin & Co., NEW YORK CITY • IMPORTERS SINCE 1794

FIELD (continued)

Dwight Morrow. "Just as I thought!" Evans shouted. "Professional joiners, professional organizers." Smothers calmly read on until he came to the name of Marshall Field. Evans sat up and took the cigar out of his mouth. "Now don't misunderstand me," he said. "There's a lot to be said for these organizations. They mean well." Field didn't say a word.

Field goes to the office religiously at 8:45 in the morning, reads the Chicago and New York morning papers thoroughly, and attends the 11 o'clock editorial conference, where he dazzles the staff with his fund of information on national, foreign and local matters. He reads voraciously, especially in economics and sociology, and spends much time hobnobbing with professors, scholars and experts of various kinds. Once he wanted to meet a certain professor of sociology at the University of Chicago, but didn't know how to go about it. "Do you think he would be willing to have dinner with me?" he plaintively inquired.

Despite his assumption of the title of "editor," Field still gives Evans and his subexecutives a great deal of leeway in the news columns, and the only part of the *Sun* that he runs personally is the editorial page, and this is by far the best part of the paper. Field began taking a hand in it about seven months ago, and since then it has become much more vigorous. He supervises all the editorials, and occasionally writes one himself when he encounters a topic that particularly interests him—the Negro problem, for example. But there still is a lack of coordination between Field's editorial page and Evans' news columns. Frequently the two are in conflict. A reporter once complained about this to Executive Editor Ely Zachary Dimitman, a professed Tory. Dimitman told him: "I never read the editorial page. If I did I'd vomit."

As a matter of fact, the *Sun's* staff feels that the greatest hope for the paper lies in Field himself—if he can assert his own ideas. Despite technical improvements under Dimitman, the editing in the news columns remains somewhat flaccid, the news judgment erratic. Field is anything but an assertive man, however, and it may be too late in life for him to acquire the skills needed for running the whole paper. The next best thing, the staff believes, would be for Field to replace the present hierarchy with hard-hitting liberal journalists who really feel the same way about things as Field does—and as Evans obviously does not.

The needle's eye may not have widened appreciably for Field since his conversion to good works, but he is leading a useful life and—perhaps for the first time—a thoroughly happy one. The *Sun* is work which absorbs him; his third marriage is a model, with Mrs. Field enthusiastically interested in both the *Sun* and *PM*, and the inner man seems to be content. At least, Field says he no longer requires the services of Dr. Gregory Zilboorg. Perhaps in another ten years or so Field may even lose his guilty sense about his money. If this happens, it will be the end of a magnificent Horatio Alger story in reverse.



At "Caumsett," Field's Long Island wonderland, rooms were always filled with flowers from his own greenhouses. Field poses in library after a morning of duck-shooting.



Want a share in the show-down?

Want to feel you're in on the big push that's headed at those who tried to push decent people around? Want to help settle a score with those killers who machine-gunned women and children on the roads of France . . . bayoneted helpless wounded . . . murdered forced-down flyers? *Who doesn't!*

Well, you can be there when the word goes round "This is *it!*" You can be in on the day of reckoning that's sure to come.

Yes, when the bombers strike . . . the fleet opens

up . . . the invasion barges chug toward shore . . . you can be with them.

How? By backing the attack with your War Bonds!

Buy at least one extra \$100 bond over and above what you're buying now. It's for *him*—the "him" who's willing to die for us. Speed the assault—the victory—the homecoming. Buy now!

Published in the nation's interest by
THE UNITED STATES PLAYING CARD COMPANY
Cincinnati, Ohio

★

★

★

MAKERS OF BICYCLE AND CONGRESS PLAYING CARDS

★

★

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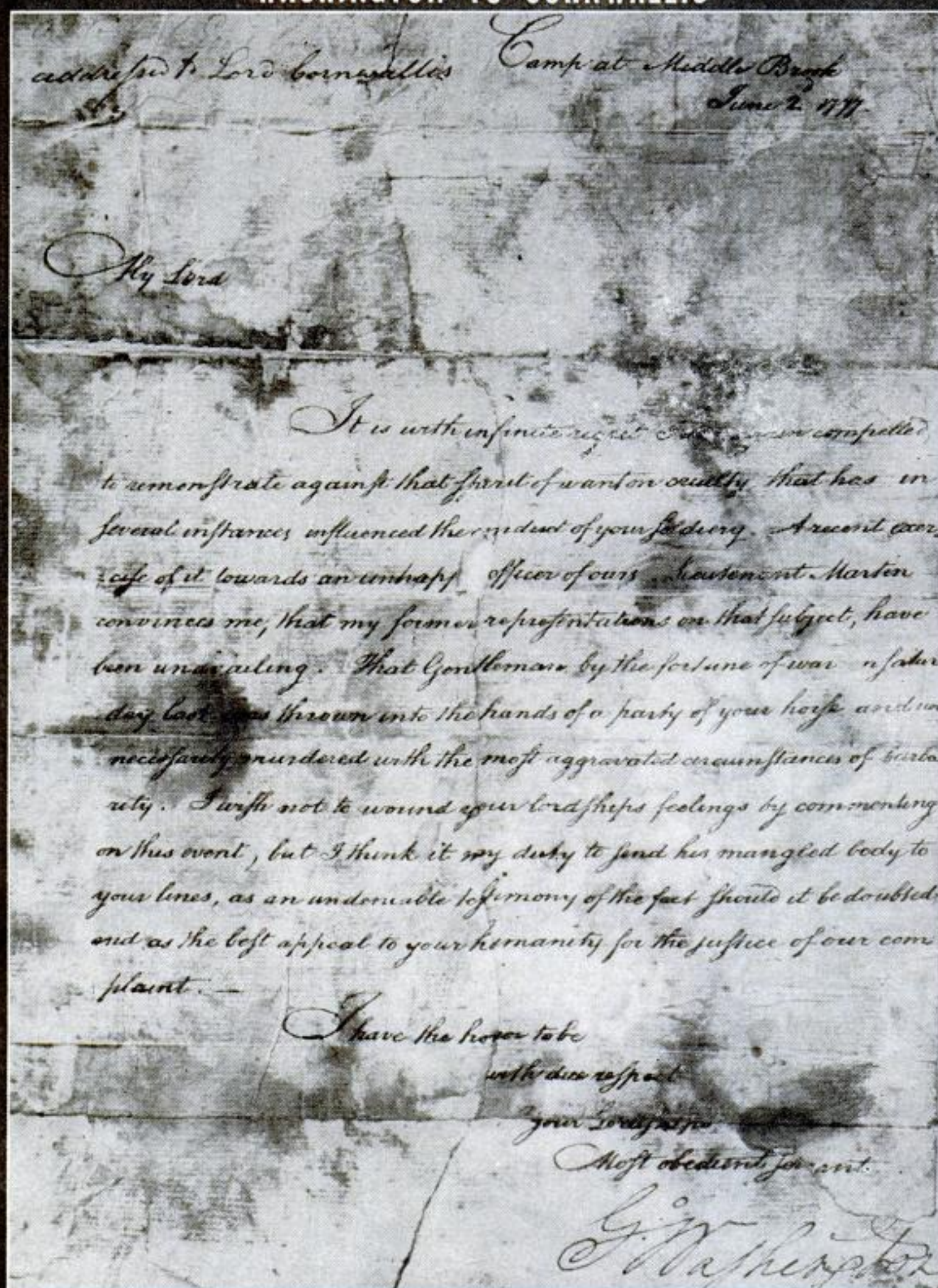
HISTORIC LETTERS

Dr. Rosenbach's old manuscripts
capture musty smell of history

Words, the most accurate record of history, often lose history's flavor when they are worked into modern rhetoric. The genuine feel and smell of their-time is much better preserved by the yellowed manuscripts on which they were first written. The documents shown on these pages, from the collection of Dr. A. S. W. Rosenbach, famous rare-book dealer, are personal histories of a few great moments during the Revolutionary and Civil Wars. They are letters from George

Washington to Lord Cornwallis, from General Ulysses S. Grant to Secretary of War Edwin M. Stanton, and from General Robert E. Lee to his troops. On the next page are two other rare war documents from the Rosenbach Collection: an appointment to the Massachusetts Committee of Safety given Paul Revere and an order from the Continental Congress signed by Georgia's Button Gwinnett, whose autograph is most valuable of all those on the Declaration of Independence.

WASHINGTON TO CORNWALLIS



Washington's courtly remonstrance against the brutal murder of an American officer by British soldiers reads:
addressed to Lord Cornwallis

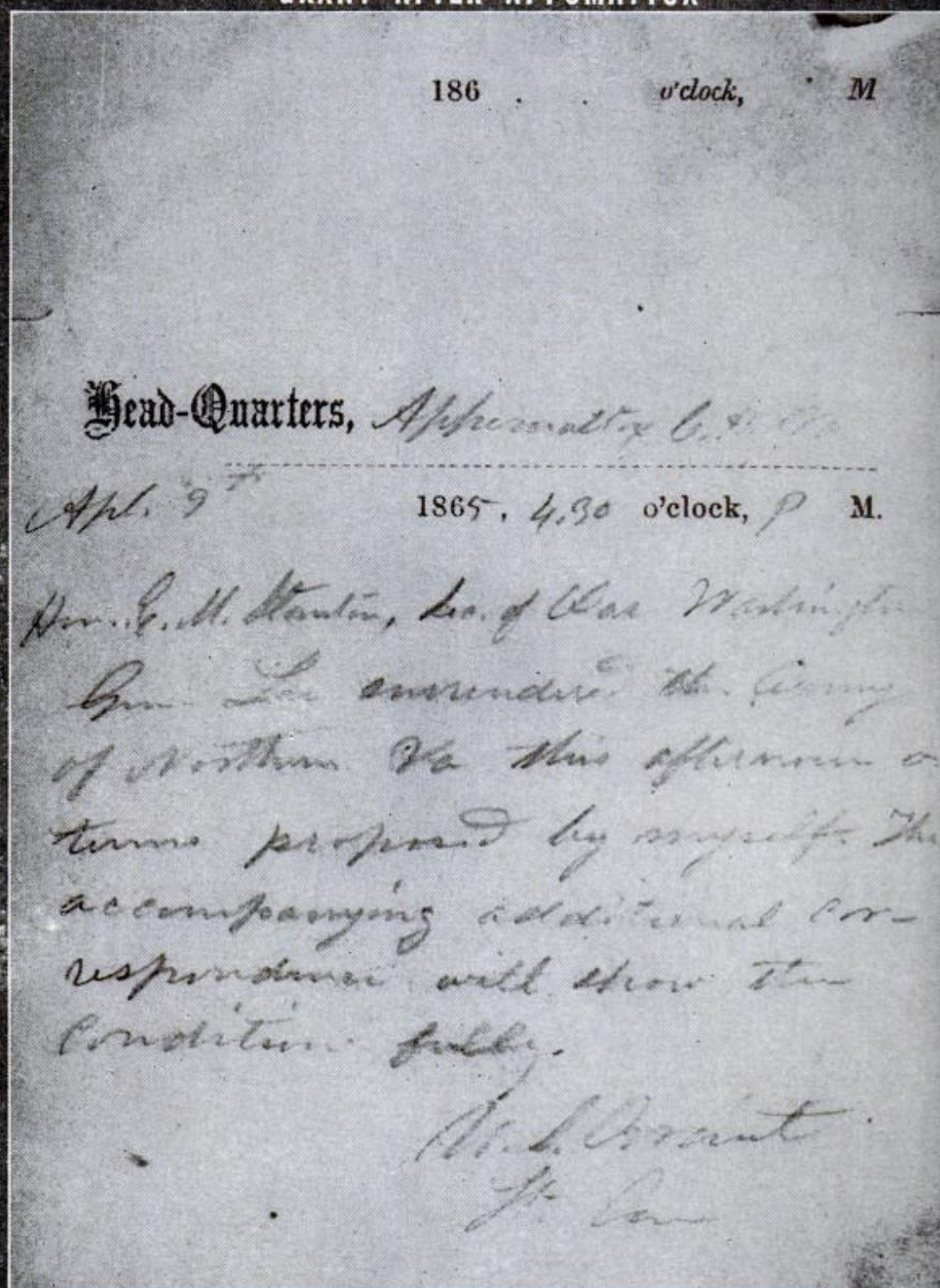
Camp at Middle Brook
June 2, 1777

My Lord

It is with infinite regret I am again compelled to remonstrate against that spirit of wanton cruelty that has in several instances influenced the conduct of your soldiery. A recent exercise of it towards an unhappy officer of ours Lieutenant Martin convinces me, that my former representations on that subject, have been unavailing. That Gentleman, by the fortune of war on Saturday last was thrown into the hands of a party of your horse and unnecessarily murdered with the most aggravated circumstances of barbarity. I wish not to wound your lordship's feelings by commenting on this event, but I think it my duty to send his mangled body to your lines, as an undeniable testimony of the fact should it be doubted, and as the best appeal to your humanity for the justice of our complaint.

I have the honor to be,
with due respect,
your Lordship's
Most obedient servant
G. Washington

GRANT AFTER APPOMATTOX



Grant scrawled this telegram to Secretary of War Edwin M. Stanton after accepting Lee's surrender at Appomattox Court House:

Head-Quarters, Appomattox C.H. Va.
1865, 4:30 o'clock, P.M.

Apl. 9th

Hon. E. M. Stanton, Sec. of War Washington

Gen. Lee surrendered the Army of Northern Va. this afternoon on terms proposed by myself. The accompanying additional correspondence will show the condition fully.

U.S. Grant
Lt. Gen

The telegram was written in an Army notebook which Grant borrowed from General Badeau, an aide. Badeau delivered it to the Appomattox telegraph office, slipped the notebook into his pocket after it had been sent. For many generations the notebook remained in the Badeau family but Dr. Rosenbach bought it in 1924 from George C. Thomas, a J. P. Morgan & Co. partner.

Another letter in Dr. Rosenbach's possession was written by General Sherman two weeks after the Appomattox telegram. It forecast the surrender of General Johnston's Confederate Army the next day, last large-scale Confederate capitulation. Sherman also warned that Jefferson Davis and his Cabinet were attempting flight to Cuba, recommended that they be intercepted.

These letters are only a small part of the legendary traffic in books and manuscripts which has passed through Dr. Rosenbach's two offices in New York and Philadelphia. He has bought one of the first Gutenberg Bibles, the only copy of the Declaration of Independence (which was sent to the King of Prussia in 1776), the first draft of the Emancipation Proclamation in Lincoln's handwriting, the original manuscript of Lewis Carroll's *Alice in Wonderland*. He has assembled entire collections of Shakespeare first editions and Robert Burns manuscripts. His inventory has been calculated to be of greater value than that of Macy's, New York's biggest department store.

LEE TO HIS TROOPS

General Order }
No. 9 }
Head Quarters Army of Northern Virginia
10th April 1865

After four years of arduous service marked by unsurpassed courage and fortitude, the Army of Northern Virginia has been compelled to yield to overwhelming numbers and resources. I need not tell the brave survivors of so many hard fought battles who have remained steadfast to the last, that I have consented to this result from no distrust of them. But feeling that valor and devotion could accomplish nothing that would compensate for the loss that must have attended the continuance of the contest, I determined to avoid the useless sacrifice of those whose past services have endeared them to their countrymen.

By the terms of the agreement, officers and men can return to their homes and remain until exchanged. You will take with you the satisfaction that proceeds from the consciousness of duty faithfully performed and I earnestly pray that a merciful God will extend to you His blessing and protection.

With an unceasing admiration of your constancy and devotion to your country and a grateful remembrance of your kind and generous consideration for myself I bid you all an affectionate farewell.

R. E. Lee
Gen.

Norman Rice
12

The day after Appomattox, Lee wrote eloquent farewell to his troops:
General Order No: 9 10th April 1865

After four years of arduous service marked by unsurpassed courage and fortitude, the Army of Northern Virginia has been compelled to yield to overwhelming numbers and resources.

I need not tell the brave survivors of so many hard fought battles who have remained steadfast to the last, that I have consented to this result from no distrust of them. But feeling that valor and devotion could accomplish nothing that would compensate for the loss that must have attended the continuance of the contest, I determined to avoid the useless sacrifice of those whose past services have endeared them to their countrymen.

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With an unceasing admiration of your constancy and devotion to your country and a grateful remembrance of your kind and generous consideration for myself I bid you all an affectionate farewell.

R. E. Lee Gen.



No finer fit
at any price

Bestform Brassieres
79¢

Bestform Foundations
\$2.50 to \$6.50

BESTFORM
means "best form"

Rayon Hosiery
now Glorified!

HOLEPROOF contour design and proportion minimizes wrinkling

There is now a way to buy hosiery that controls the wrinkling due to new stocking materials. This way is to select rayon hosiery by leg size as well as foot size and length. Rayon stockings so proportioned are now knit by Holeproof's contour proportioning method and they produce a fit which minimizes wrinkling. There are separate proportioned supplementary sizes in addition to regular sizes, one for small women, one for average, and one for tall. And each is proportioned for the average leg development of that length.

HOLEPROOF HOSIERY CO., MILWAUKEE 1, WIS.
(IN CANADA: LONDON, ONT.)

© H. H. Co. BUY WAR BONDS

to get more wear—
Save your sheerest stockings for special occasions. Wear your heavier weights whenever you can.

HOLEPROOF *Fine Stockings*

HOLEPROOF ALSO MAKES LUXITE UNDERWEAR AND MEN'S SOCKS

CONTINUED ON NEXT PAGE



LUNCH BOX to PACK?

Take HOT DAN'S Tips—

Try this wonderful new Mustard-Butter. Soften 4 tbsp. butter or margarine. Blend in 2 tbsp. French's Mustard. Makes a delicious, tasty sandwich spread.

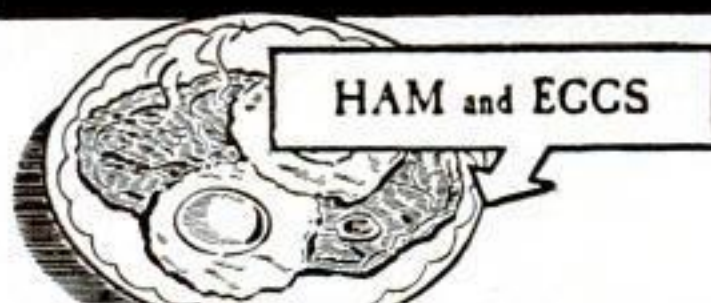
Try egg-salad sandwiches with French's Mustard added to the mayonnaise. So smooth and creamy it blends perfectly!

**SMOOTHER—
CREAMIER—**

Millions prefer it!



THEY JUST NATURALLY GO TOGETHER!



HAM and EGGS

PANCAKES and VERMONT MAID SYRUP



• Your real enjoyment of delicious pancakes comes from the syrup!

Pour on Vermont Maid Syrup... and taste that rich, true maple sugar flavor! Packed in Vermont—right in the heart of the maple sugar country.



Vermont Maid Syrup

Historic Letters (continued)

PAUL REVERE'S PASS

Cambridge April 29, 1775

This may certify that the bearer Mr. Paul Revere is messenger to the Committee of Safety and that all dispatch and assistance be given him in all instances, that the business of the Colony may be facilitated.

For Warren Chas

Ten days after his ride Paul Revere was given commission as messenger for Committee of Safety: "This may certify that the bearer Mr. Paul Revere is messenger to the Committee of safety and that all dispatch and assistance be given him in all instances, that the business of the Colony may be facilitated." General Warren, the signer, died at the Battle of Bunker Hill.

BUTTON GWINNETT AUTOGRAPH

For Philad. July 12th 1776

The Marine Committee having considered how necessary your attendance is in the Yard taking care of the materials, and the urgency of which you are just, think proper to request that you will not go on the proposed expedition to the Jersey, but that you will remain to do your very necessary business.

Yours very truly, to your commanding officer to whom, it is hoped, it will prove a satisfactory reason for your stay.

We are for Your obdient

Agreed in Congress
John Hancock

Robt Morris
Button Gwinnett
Francis Lewis
George Read
Arthur Middleton

To W. John Adams

Context of this letter, a military deferment given a clerk by the Marine Committee of Continental Congress, is of minor importance but signature of Button Gwinnett (second from top, right) brought \$51,000. Gwinnett's autograph is rare because he was killed in a duel only a year after he had signed Declaration of Independence. Other signatures are John Hancock, Robert Morris, Francis Lewis, George Read and Arthur Middleton.



It's Not on the Blink— Just Give it a Drink!

Your fountain pen can give a camel "spades" when it comes to mileage per drink! But unless you fill it properly you may find it useful for mumbly-peg only!

There's no trick to proper filling—but it will certainly pay you to learn the right way, because . . .

**ONLY ONE PERSON IN 5,000 KNOWS HOW
TO FILL ANY FOUNTAIN PEN PROPERLY!**



An Ink-O-Graph Pen will give perfect satisfaction for many years—equal to that you expect from the highest priced fountain pen—provided you fill it properly. If you haven't received one of our instruction sheets from your dealer, send us a 3c stamped, self-addressed envelope and we will mail you a copy.

Beware of imitations—Only by getting the genuine can you enjoy all the advantages offered by Ink-O-Graph. Look for the name Ink-O-Graph on every pen.

DeLuxe Model INK-O-GRAPH \$2
C. Inkograph Co., 200 Hudson St., N. Y. C., 13

FORGETFUL?

A POCKET MEMORY SYSTEM
Perforated coupons—each memo separate—tear out when attended to. Refills available everywhere. Fine leather. \$1 to \$10. WRITE FREE Sample Dealers. Names and Catalog Dept. L10

ROBINSON REMINDERS
Westfield, Mass.

BUY MORE WAR BONDS

Weather-wise war workers wear **NON-SLIP**

CAT'S PAW

Twin Gripper RUBBER HEELS & SOLES

TWIN GRIPPERS STOP SLIPPING QUICKLY

"DEADLY!"

... "Deadly" is the performance accredited to the Multiple-Gun Motor Carriage, by the U. S. Army. "Deadly" is the fire power of the 37 mm anti-aircraft gun and the .50 caliber machine guns, blazing in chorus from Half-Tracks by Autocar. In Tunisia, within three months, it "downed 78 German planes for sure, and possibly more than 100." Then on to Sicily . . . and on and on from there! . . . As "deadly" performance is Autocar's responsibility today, so will *dependable* performance again be the responsibility of Autocar Trucks when war is won. Do *your* bit by keeping your pledge to the U. S. Truck Conservation Corps.

AUTOCAR

MANUFACTURED IN ARDMORE, PA.

SERVICED BY FACTORY BRANCHES FROM COAST TO COAST



Back the Attack
with War Bonds!



Haines Hall

Wines with a past



...for your pleasure today



3 GENERATIONS OF

WINE-MAKING SKILL AT ASTI, CALIFORNIA

HERE'S an extraordinary story of wine-making that began over 60 years ago. In 1881, a group of men founded *Italian Swiss Agricultural Colony*... a Colony unique in America. They built their homes and their winery in the sunny hills of historic Sonoma County—today the very heart of California's fine-wine country.

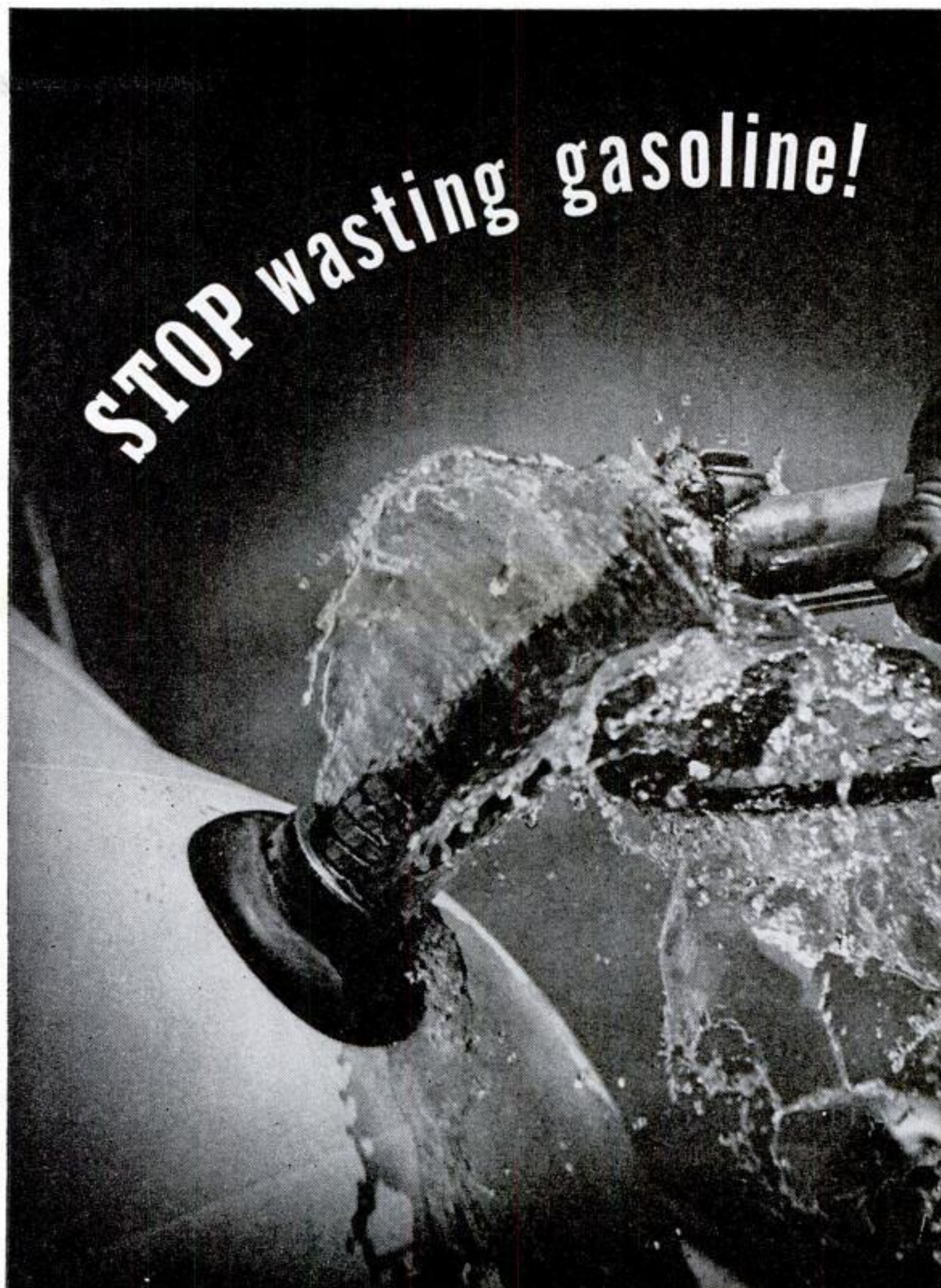
They planted Europe's prized vine cuttings, which thrived *without irrigation*, as in the famous European wine districts. Then, from the grapes, they made wines so superb that they won many gold medals and other high awards at world expositions.

To know the rest of this romantic story, simply open a bottle of table wine from the quaint Colony village of Asti... perhaps Tipo Red or White, or Gold Medal Label California Burgundy or Sauterne. Serve it with dinner. Notice its brilliant, jewel-like color. Catch its enchanting bouquet. Then, *taste its glorious flavor!* You'll agree that these wines—made by skill handed down through three generations—are as remarkable as the Colony which gives them their name. Equally fine and equally famous are Italian Swiss Colony's sweet dessert wines... such as Gold Medal Label California Port, Sherry and Muscatel. Try them soon.

ITALIAN SWISS COLONY



Dr. Rosenbach fondles rare quarto in his New York book vault. A man who has made a fortune buying and selling rare books and documents like those shown on pages 120-122, he once paid all-time book-auction high of \$106,000 for a Gutenberg Bible.



STOP wasting gasoline! **RING-FREE Motor Oil saves gasoline 2 ways**

Carbon on pistons, rings, valves decreases motor efficiency—leads to loss of power—wastes gasoline. Macmillan RING-FREE Motor Oil *removes carbon* while you drive! That means better motor operation and substantial gasoline savings.

The 2nd thing RING-FREE does to save gasoline is *reduce friction fast!* Reducing motor friction releases more power to your car's rear wheels, and that really cuts gasoline waste. Here's proof: In scores of certified road tests, with various makes of owner-driven cars, an average gasoline saving of 1.3 miles per gallon was reported after crankcases had been drained and refilled with RING-FREE Motor Oil.

Let Macmillan RING-FREE help *you* save gasoline two ways. Let it make your car last longer, too, by removing carbon, reducing friction and giving more thorough motor lubrication.

GUARANTEE

Ring-Free Motor Oil is guaranteed to make your motor run smoother, give more miles per gallon of gasoline, reduce wear and repair; because it removes carbon, cleans the motor and reduces friction fast by thorough lubrication. Try a fill and if you are not satisfied that Ring-Free is doing these things, your money will be refunded by your dealer immediately.

MACMILLAN PETROLEUM CORP.

50 W. 50th, New York • 624 S. Michigan Ave., Chicago • 530 W. 6th, Los Angeles

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SOLD BY INDEPENDENT DEALERS



HOLLYWOOD STARS MINGLE WITH SOCIALITES IN CHICAGO'S PUMP ROOM



THE RITE OF THE FLAMING SWORD IS PERFORMED FOR 250 PATRONS ON A CROWDED SATURDAY NIGHT. ACTUALLY, FOOD IS COOKED IN THE KITCHEN OVER CHARCOAL, THEN IMPALED

Life Visits the Pump Room in Chicago

Flaming swords and costumed waiters give it Hollywood glamor and excitement

Most exotic dining place in the U. S. is the Pump Room of the Hotel Ambassador East in Chicago. Beside it, all the famous restaurants in New York, New Orleans and San Francisco look pale. Its reputation obtains not only from its lush décor (gold and blue walls, white leather upholstery, crystal chandeliers), or because its waiters wear red jackets and black satin knee breeches, but because its managers have achieved the ultimate in cuisine and culinary showmanship. They have devised an exuberant, Hollywood setting based apparently on the premise that anything good to eat will taste that much better washed

by tongues of fire. Most spectacular of the blazing specialties are 15 brought in on flaming swords (*above*). Other flaming dishes prepared at the table range from glorified chicken hash to *Gertrude Lawrence Ice Cream* and *Cafe Diable*. Dinner "on the Flaming Sword" may be had for \$3.50. The Pump Room's most dependable patrons are Chicago society people and transient stage and screen notables who like to be seen in its flattering surroundings. One guest, however, who refused to be impressed was Humorist Robert Benchley, who quipped: "Any minute now they'll be bringing in the manager on a flaming sword."



BETTY HUTTON, DICK POWELL WATCH EGGS A LA ("BILLY") GAXTON BEING PREPARED

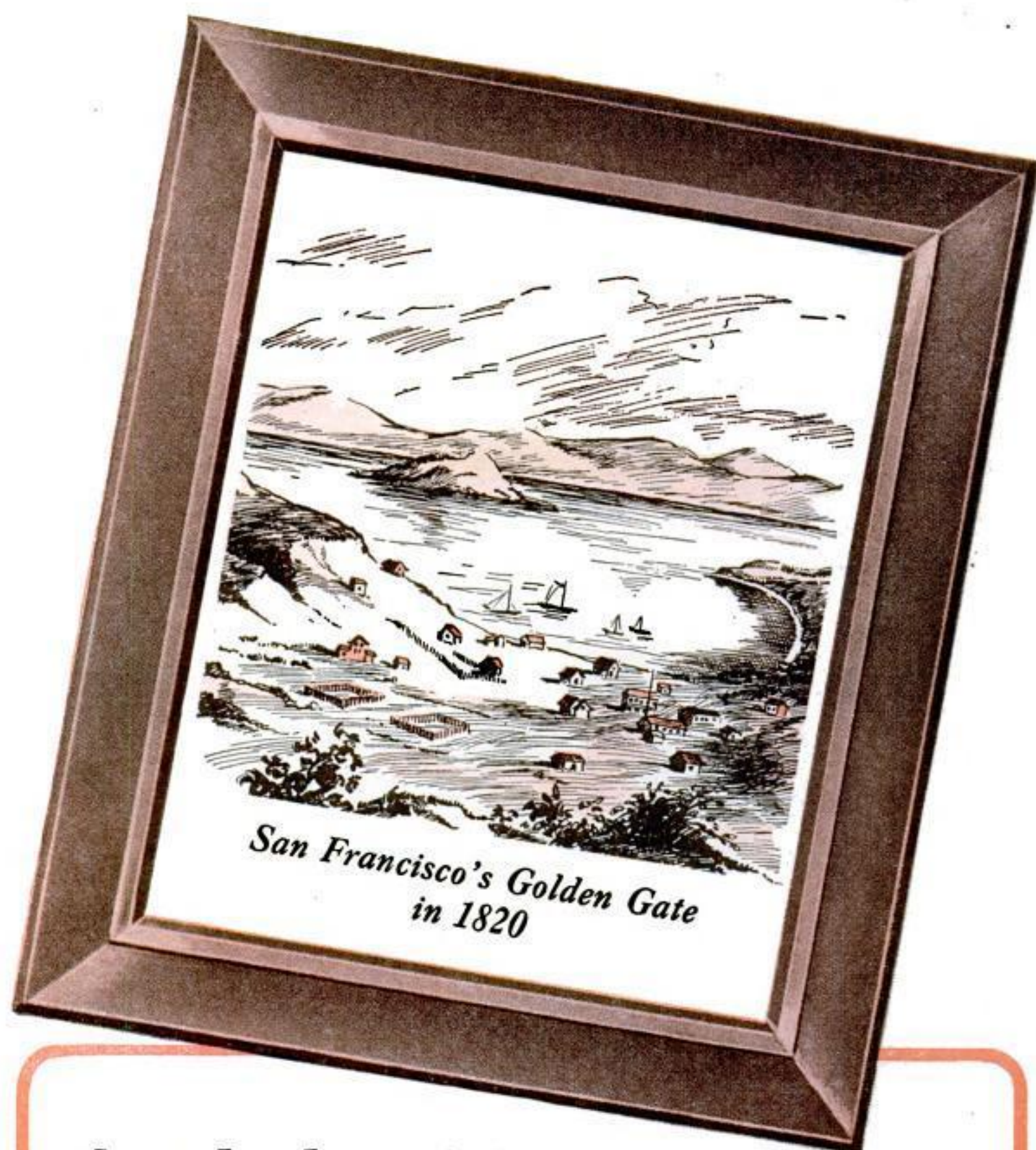


PIANIST EMILE PETTI PLAYS SOFTLY AT THE PIANO LIT BY PILLARS OF FLAMING 'VODKA'



CONTINUED ON NEXT PAGE 127

This scene has changed...



but he hasn't!

Still the same old Johnnie Walker ... as smooth and mellow as the day he first stepped into the scene, in 1820. Unchanging quality is the secret of this imported scotch's success. Today, ask for an old favourite... Johnnie Walker!



Due to British War Restrictions gold foil has been eliminated and other slight changes have been made on the outside of the familiar Johnnie Walker bottle—but inside good old Johnnie Walker whisky remains unchanged.



**JOHNNIE
WALKER**
BLENDED SCOTCH WHISKY

RED LABEL
8 YEARS OLD

Both
86.8 Proof

BLACK LABEL
12 YEARS OLD

CANADA DRY GINGER ALE, INC., New York, N. Y.
Sole Importer

Life Visits the Pump Room (continued)



Greer Garson selects a lobster from tray of costumed crustaceans. Her waiter gave up dress designing because Pump Room job yielded \$100 a week, including tips.



Pheasant en Plumage comes dressed in its own brilliant feathers. Pump Room patrons consume 125,000 lb. of fowl, 10,000 lb. of lobster, 6,000 oz. of caviar per year.



Iced fruit wagon arrives, and Starlet Doris Merrick and Pianist José Iturbi (right) help themselves. Place is named after 18th Century Pump Room in Bath, England.



Judy Garland chats with secretary and Paul Henreid over chicken hash (all breast, with wine sauce). Besides staff of 45 in Pump Room, there are 80 other workers.



Pastries and fruit are served in abundance. Pump Room's main wartime problem is reduction of beef quota from 250 to 50 lb. daily. Patrons get single pat of butter.



Marjorie Stewart, pretty little actress for RKO, registers amazement as Magician Bert Allerton produces bunny from her purse. Pump Room opened five years ago.

NAVY

Distinction Ahooy

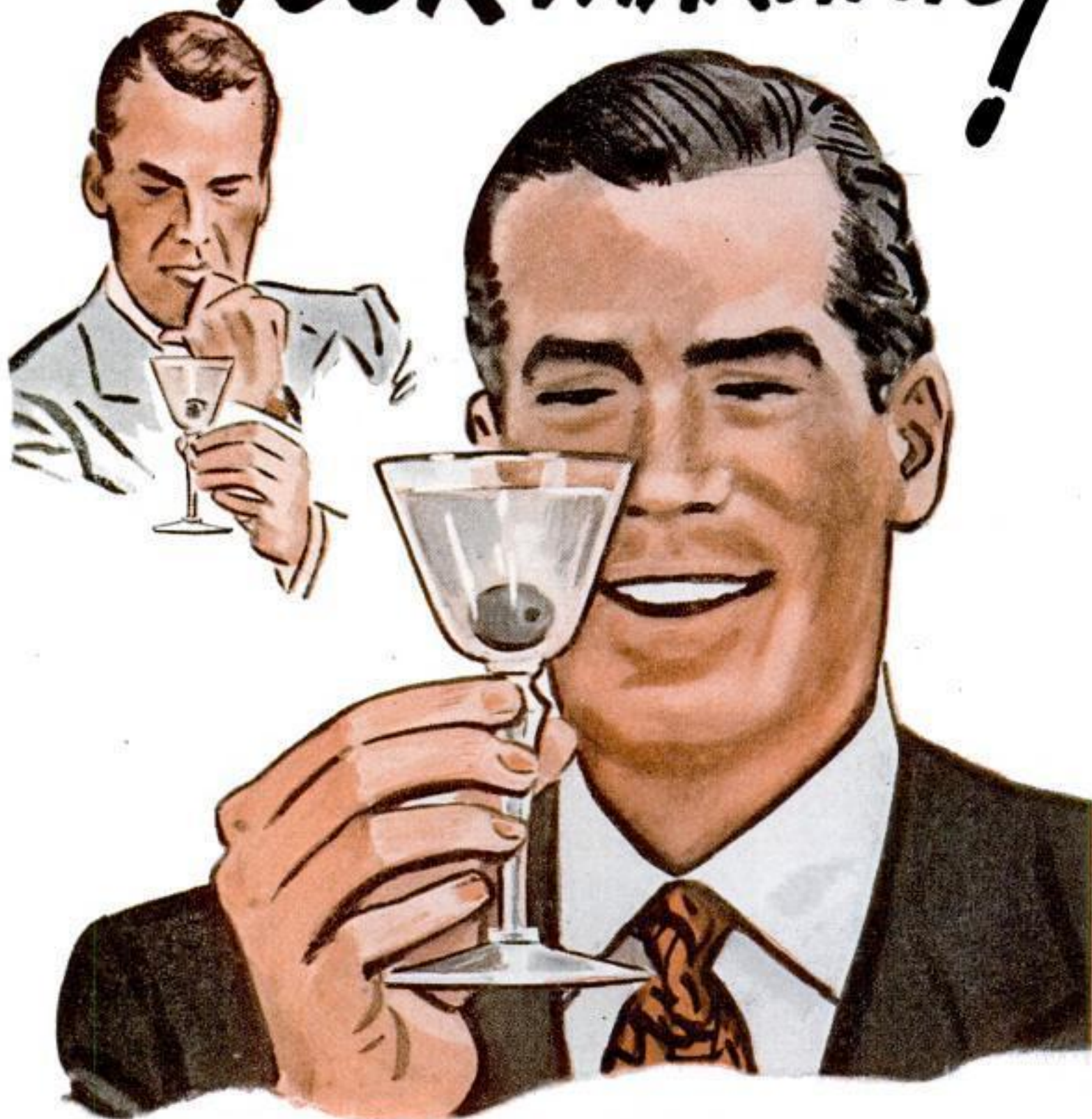
The official Navy insignia, richly embossed on cuff links and tie klip. Gold plated on sterling silver. A most acceptable and thrilling gift. The links \$3.50, the klip \$2.50.

SWANK

© Swank Inc., Attleboro, Mass.

★ BUY MORE WAR BONDS... TODAY... ★

YOU'VE HAD TO CHANGE YOUR MARTINIS!



.. BUT OURS ARE JUST THE SAME!

We know what you're up against—it's almost impossible for you to get the Gin and Dry Vermouth you always bought—and your Martinis may not be what they used to be.

But ours are! Our Dry Martinis are made with scarce and precious Milshire Gin and the world's finest Dry Vermouth.

You can still get a good Dry Martini! Just ask your liquor store for Heublein's Club Cocktails—Dry Martinis. You'll thank us for the tip!



Mm-m-m Milshire!

...Milshire—the Pot Still Gin—is used exclusively in these cocktails.



Mm-m-m Marvelous!

...The Vermouth in 'em is really dry.



Mm-m-m Magnificent!

...No messing. No guessing. What a blessing!

★ BUY BONDS
FOR VICTORY



Six kinds to choose from:

Manhattan
(65 proof)
Dry Martini
(71 proof)
Martini,
med. sweet
(60 proof)
Side Car
(60 proof)
Old Fashioned
(80 proof)
Daiquiri
(70 proof)

HEUBLEIN'S Club COCKTAILS

Milshire Distilled Dry Gin used is 90 Proof, 100% grain neutral spirits. G. F. Heublein & Bro., Hartford 1, Connecticut

PICTURES TO THE EDITORS

HIGH-JUMPING CAT

Sirs:

As far as we know our cat had common alley ancestors, but his talents belie them. It seems more as if there were an Irish hunter in his family tree! He makes this ten-foot leap from one garage roof to another with the greatest of ease and apparently just for fun. In this case he was

lured by some fresh fish, which accounted for a glint in his eye. Incidentally he's no youngster, but 14 if he's a day. I think I can safely call him the Champ.

H. I. NUNNERLEY

Coronado, Calif.



AMERICA IMMORTAL

Sirs:

We are proud to be the owners of a little goat that can spell—to the extent of two letters, at any rate. She was born with an "A" and "I" clearly marked on her sides. Strangers think we have white-washed her till they find the marks don't

rub off. After some puzzling over what the letters stand for, we've decided they must mean "America Immortal."

LUIS RODDA ALVAREZ

Havana, Cuba



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*She
KEEPS THAT
TEEN-AGE
Sparkle in
HER Smile*

YOU CAN TOO
with this
POWDER or PASTE

If your mirror says that ugly smudges—perhaps smoke-smudge—have dimmed the natural luster of your teeth, use Iodent No. 2 paste or powder twice daily and see the smudges vanish and your smile regain its sparkle. It is made by a Dentist for this important job.



IODENT
TOOTH
POWDER
PASTE

FOR TEETH
EASY TO BRYTEN

FOR TEETH
HARD TO BRYTEN

ROLLS RAZOR



*A lifetime of
shaving pleasure
in ONE blade!*

With our fighters,
The shaving ace;
Blade, hone and strop
In compact case.

Aces high with civilians, too; but until the war is won Rolls Safety Razor is available only at U. S. Post Exchanges and Ships' Service Stores. If your Rolls Safety Razor needs adjustment, send us the complete instrument. For a small charge we'll service it like new.

ROLLS RAZOR, Inc.
Sales and Service
342 Madison Ave., New York 17, N. Y.

Rebuild
YOUR OLD
SHOES
with



BILRITE
Rubber Heels
WILL NOT SLIP • WEAR LONGER
AT LEADING SHOE REBUILDERS EVERYWHERE

PICTURES TO THE EDITORS

(continued)

JAP STUNT

Sirs:

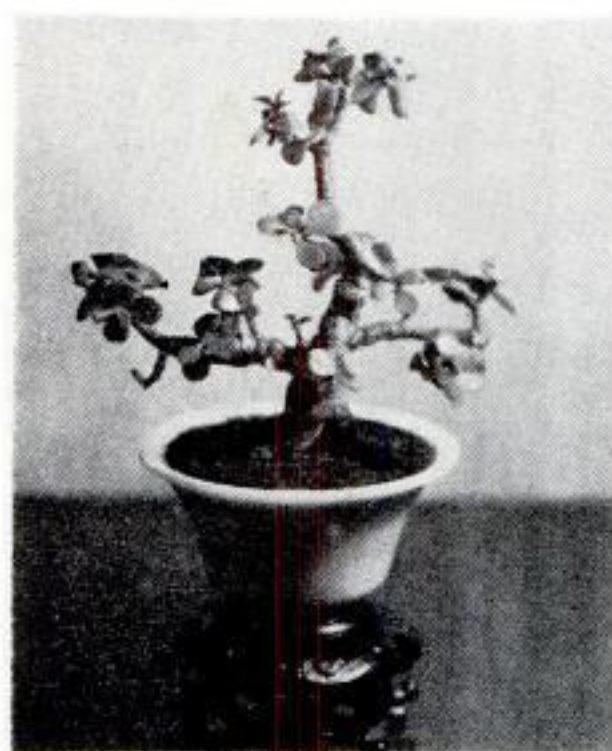
The art of dwarfing trees is supposedly a closely guarded Japanese secret. However, through a long process of trial and error (I started at the age of 8), I have finally achieved the same result. The smallest of these trees is six inches high, 17 years old. Others are as old as 40.

CHESTER SHERMAN

Ann Arbor, Mich.



27-YEAR-OLD, 17-IN. PEACH TREE



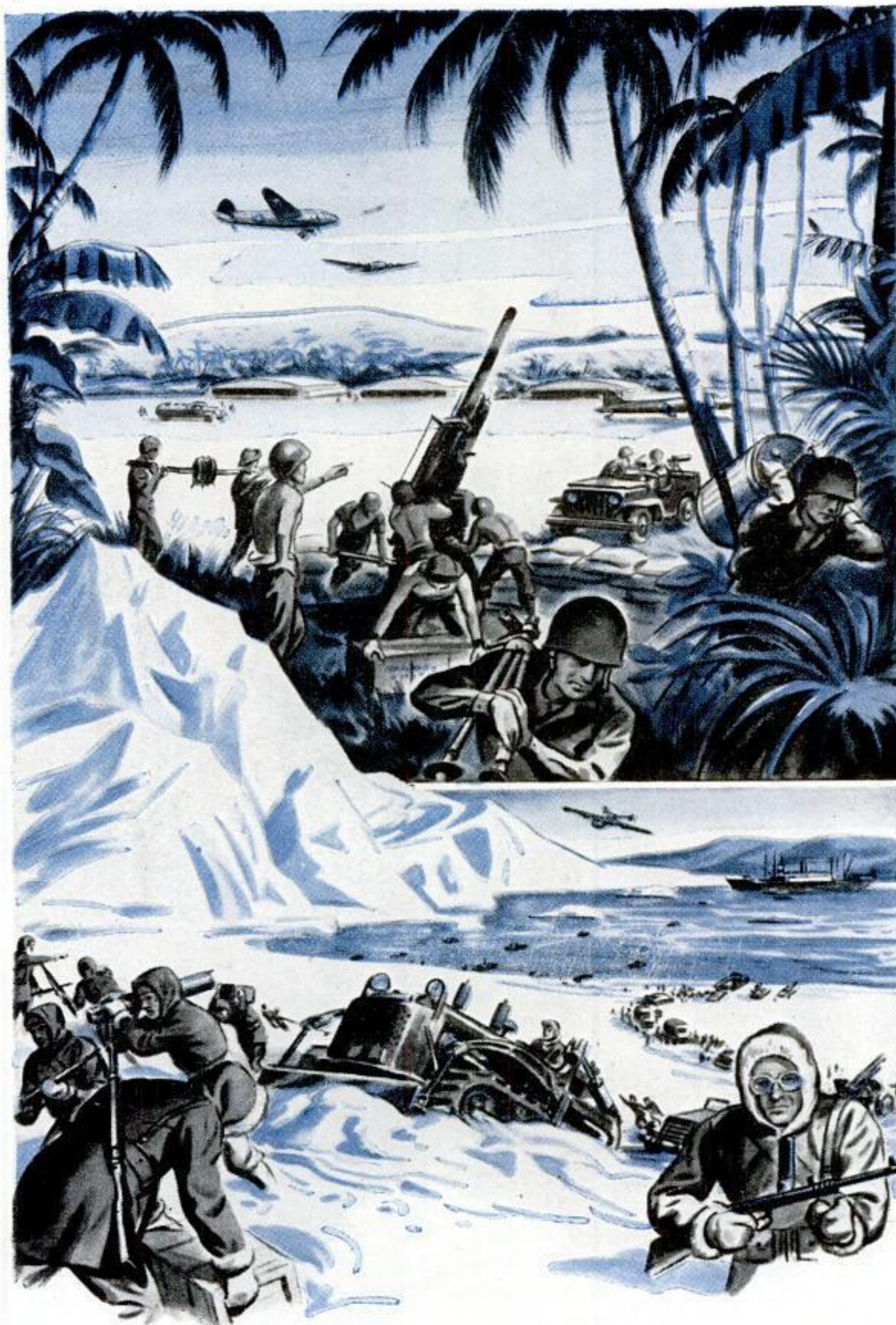
PORTULACARIA AFRA, 6 IN. TALL



VARIEGATED IVY, AGED 17 YEARS



CHAMAECYPARIS OBTUSA, AGED 30



Wherever They are...

From steaming tropical heat to biting cold, around the world . . . wherever our American boys and girls are . . . Burton-Dixie furnishes them with fine sleeping equipment—pillows—comforters—sleeping bags—mattresses and other items. You will agree that the needs of our fighting sons . . . and daughters . . . must come first.

When the job of winning this war is done and our country is at peace again, we, of Burton-Dixie, will go back to devoting *all* of our time and resources to building even finer sleeping equipment for you than ever before. Slumberon Mattresses, De Luxe Bedsprings, Izolin Pillows and Comforters will once again be the perfection of sleeping comfort in American homes.

"Wait until this war is won . . . then buy a new Slumberon."

In the meantime, buy more war bonds.

Burton

BURTON-DIXIE CORP.

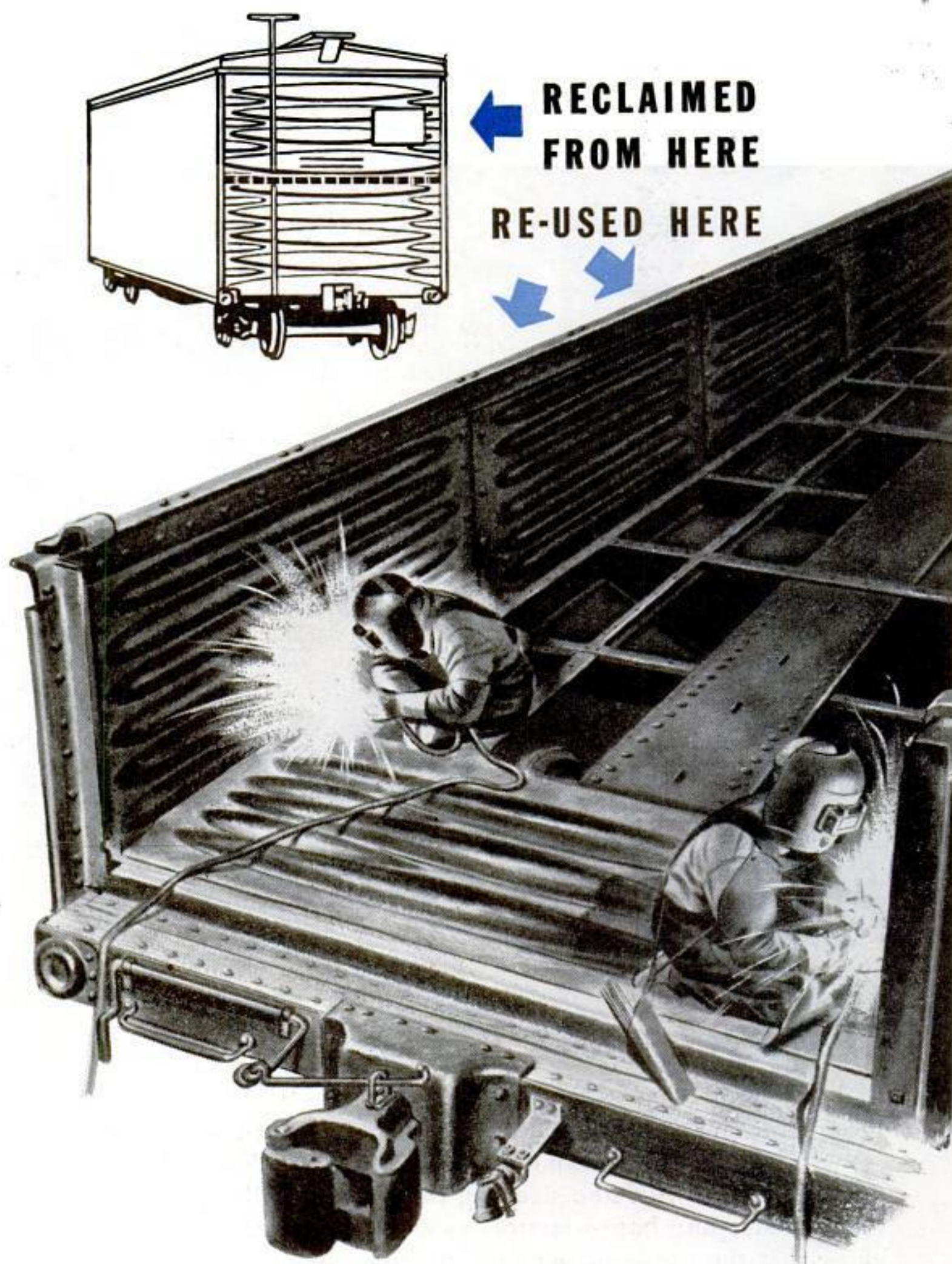
Main Office: Chicago 8, Illinois

MANUFACTURERS OF

Slumberon **DeLuxe** **IZOLIN**
MATTRESSES BEDSPRINGS PILLOWS

Working for Victory on the Santa Fe

MAKING NEW ONES OUT OF OLD ONES



Many a veteran Santa Fe gondola, already marked for retirement, has had to take a new lease on life these days.

Battered and broken, these hard-worked cars no longer had the strength to hold their loads. They were ready to quit.

Somehow, these "old boys" just had to be kept rolling!

So Santa Fe shopmen got busy. They took the old steel ends from some

broken-down box cars, used them to rebuild the sides of the old gondola, and installed a new, steel-reinforced floor, *all made from old, used materials.*

Now, these rebuilt old gondolas are proudly hauling coal and ore today to the mills, war material to Army camps, tanks and guns to waiting ships—and doing their part in binding an entire nation together into one unified war effort.



**"Back the Attack
with War Bonds"**

SANTA FE SYSTEM LINES

SERVING THE SOUTHWEST AND CALIFORNIA

PICTURES TO THE EDITORS

(continued)

WAGES OF SIN

Sirs:

Thin and hungry, this California king snake slithered into the cage of our canary, swallowed it in one gulp. But he forgot to reckon on his resulting change in girth. We caught him vainly trying to wriggle his swollen belly back through

the bars. There was no doubt of his crime and he paid the penalty. But it didn't make up for the loss of our pet of many years.

FRANK W. MARABLE
San Bernardino, Calif.



HELICOPTER BIRD

Sirs:

Helicopters have nothing on this little hummingbird which can hang almost motionless in the air while he sips a drop of pear juice from the end of a toothpick. His wings beat so fast they blur like the blades of an electric fan.

Miss Betty Baltzer found him cold and

dazed in her victory garden, brought him into the house. After a warming-up period he went for some pears Betty's mother was canning, ignored flowers. He seems prepared to spend the winter.

G. G. GRANGER
Lansing, Mich.



If you're wondering...



WHEN CAN A MAN BUY **SCHENLEY** ?

Royal Reserve



1. **Your dealer:** "Cheer up! We still have SCHENLEY. Not every day—but more often than you'd think! SCHENLEY isn't making a drop of whiskey; what you buy today comes from pre-war reserves. So it's got to be portioned out...and used *in moderation*...to see us all through."



3. **Your dealer:** "Mister, are *you* wrong! SCHENLEY Royal Reserve prices haven't gone up a nickel, except for State and Federal taxes. Don't hesitate to ask for some, any time. When we have any, we want you to have it... Shall I wrap up a bottle for you now?"



2. **You:** "Yes, I've read that SCHENLEY is making only alcohol for war. But I suppose that means they've had to increase prices on a fine whiskey like Royal Reserve?"



4. **You:** "You bet! I don't mind making a bottle of SCHENLEY go a bit farther, when it means I can continue to get some for the duration!"

**Back The Attack—
buy MORE War Bonds!**

There's still enough
to enjoy available
in moderation!



BLENDED WHISKEY 86 proof. The straight whiskies in this product are 6 years or more old; 40% straight whiskey, 60% neutral spirits distilled from fruit and grains. 23% straight whiskey, 6 years old. 17% straight whiskey, 7 years old. Schenley Distillers Corporation, New York City.

Have a Coca-Cola=Come, be blessed and be happy



...or how to break the ice in Iceland

Come, be blessed and be happy, says the hospitable Iclander when he meets a stranger. That's a warm way of putting it, but no more friendly than the way American soldiers say it. *Have a "Coke"*, says the Doughboy, and it works in Reykjavic as it does in Rochester. *The pause that refreshes* is the friendly way to say

Hi, pal in any language. Around the globe Coca-Cola has become the gracious ice-breaker between kindly-minded strangers.

* * *

Next to mothers, wives, sweethearts and letters from home, one thing our fighting men overseas mention most is Coca-Cola. So you'll be delighted to know they frequently find it—bottled on the spot—in over 35 allied and neutral nations 'round the globe.

It's natural for popular names to acquire friendly abbreviations. That's why you hear Coca-Cola called "Coke".



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